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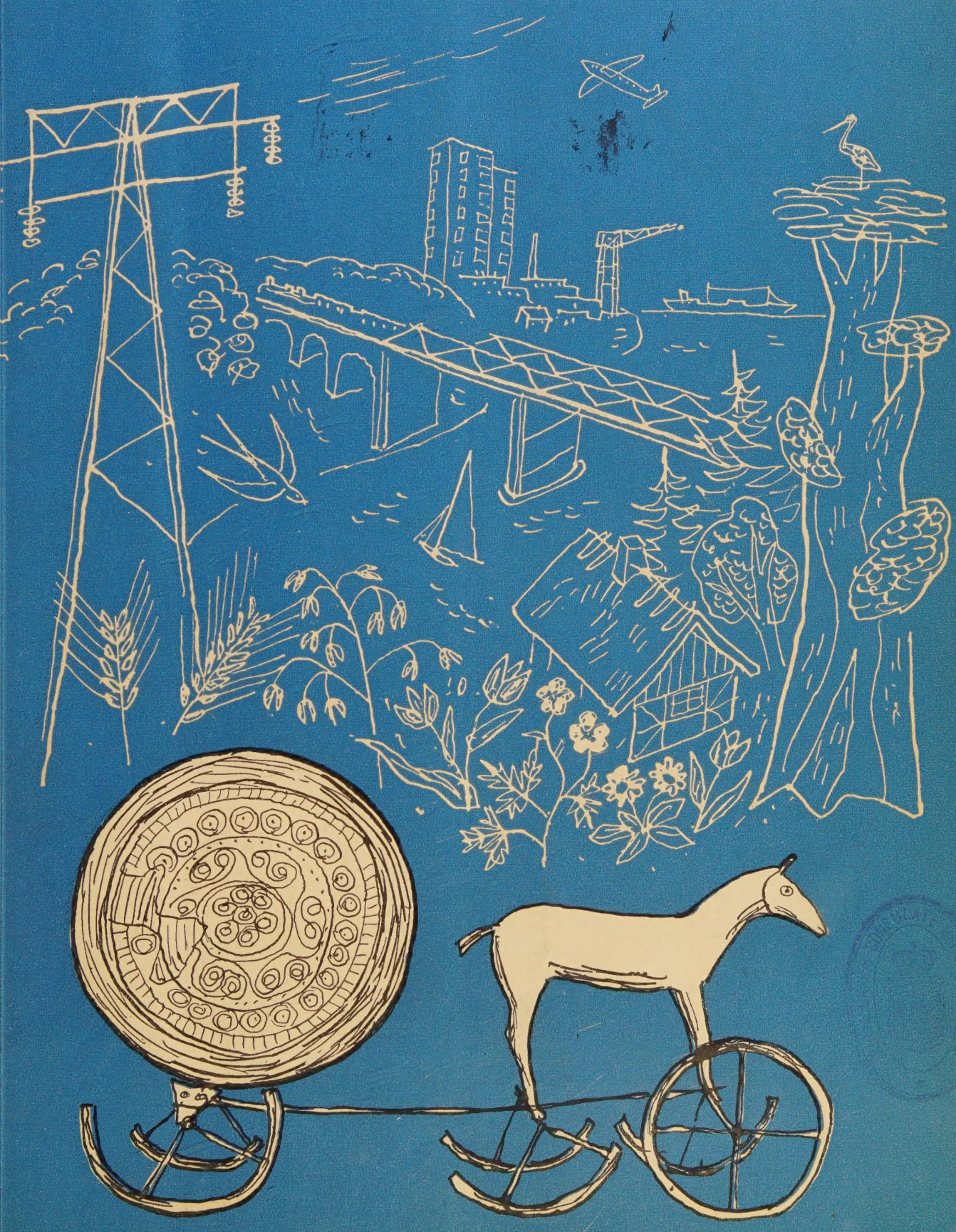

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DANISH FOREIGN OFFICE JOURNAL

COMMERCIAL & GENERAL REVIEW

THE INDEFINABLE ATTRACTION
To the surprise of many Danes, tourism since the war has become the fourth largest national "export" trade. Still more surprising, Denmark has gained a larger percentage share in the expanding tourist revenues than many other countries. An experienced observer suggests an explanation which will doubtless inspire others. By Kristjan Bure ..... *page 11*

WRESTING MILLIONS FROM THE SEA
The world's oldest salvage company, the Danish Emil Z. Svitzers Bjergningsentreprise, is one of its country's best-known firms. Its knowledge and experience, accumulated over more than a century, got the company into the international limelight when the United Nations requested it to help in the clearing of the Suez Canal. By Bredo v. Munthe af Morgenstierne ... *page 15*

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ARTIST'S CONTACT WITH WORLD MARKET
Goods of exquisite quality, together with intensive marketing, have transformed, in the space of twenty-five years, a humble souvenir shop into one of Copenhagen's best-known attractions, as well as an important export business plying the contact between small producer and the big world. By Asger Fischer. ..... *page 18*

INDUSTRIAL GOODS IN DANISH EXPORTS
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THE EAGLE AND THE FLAG
It is a curious fact that the national symbols of the United States were created by Danes, a painter and a business man ..... *page 24*

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MEASURE FOR MEASURE
There are Anglo-American, Danish, and Spanish inches, but they can all be measured with rules made from Danish wayside trees. By Victor Andersen ..... *page 27*

SCIENCE SERVES THE PALATE
The Danish farmer, alone in receiving no Government protection or subsidy, has visions of the day when the best product will win in unrestricted competition. Americans no less than others appreciate his products owing to their quality, which is due to generations of selective breeding, continuous intensive research, and strict scientific controls. By Knud Ravnkilde ..... *page 28*

GREENLAND CRYOLITE
At one time it was thought that the only use for cryolite was in the production of soda and soap. But in recent years cryolite from Greenland—the only place in the world where it is mined—has been of outstanding importance in the great international aluminium industry. By Kjeld Rask Therkilsen ..... *page 30*

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The cover was drawn by Ebbe Sadolin, one of the best-known Danish artists. The main subject of his charming allegory is the Sun Chariot, a bronze figure with a gilt disc from the thirteenth century B. C. The Danes in those days believed that the sun was drawn across the sky on a carriage

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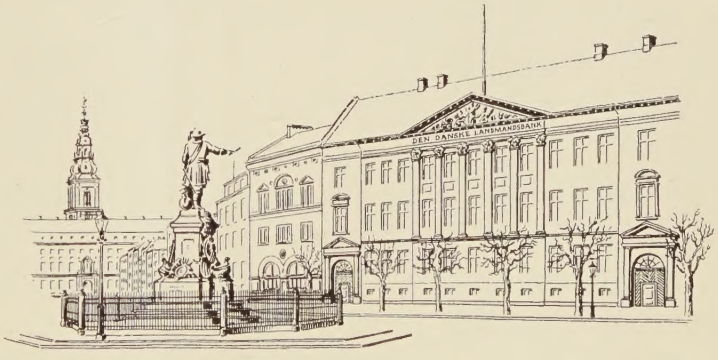
Air-view of the center of Copenhagen



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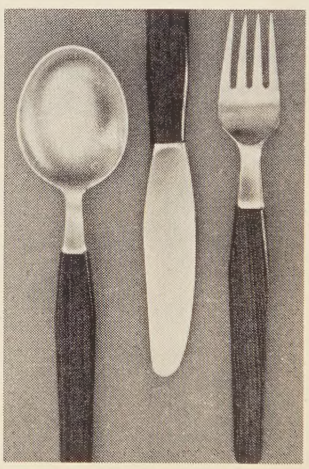

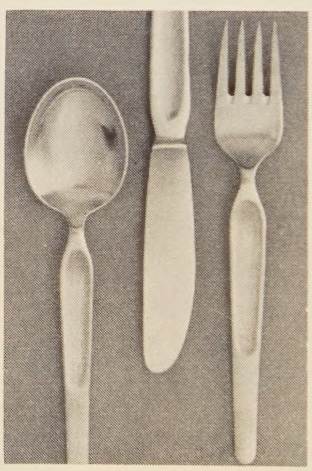

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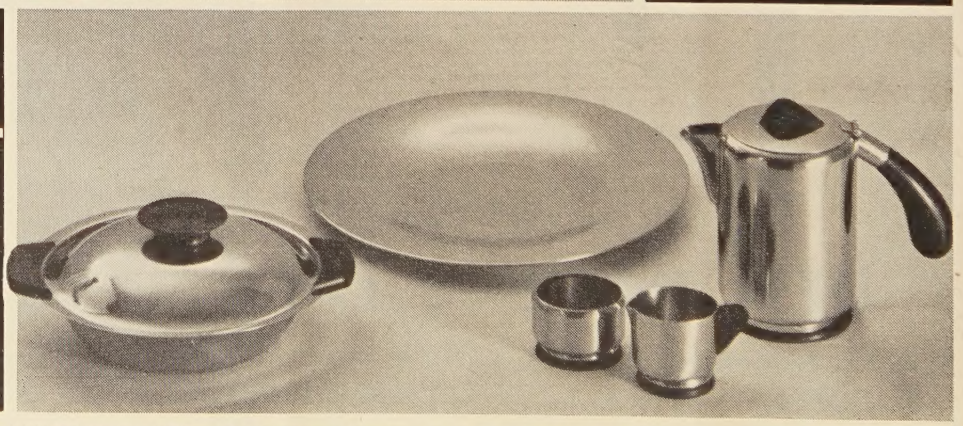

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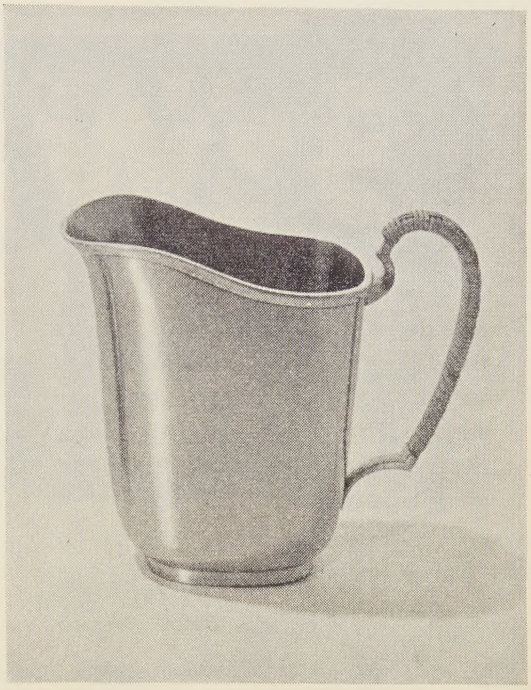

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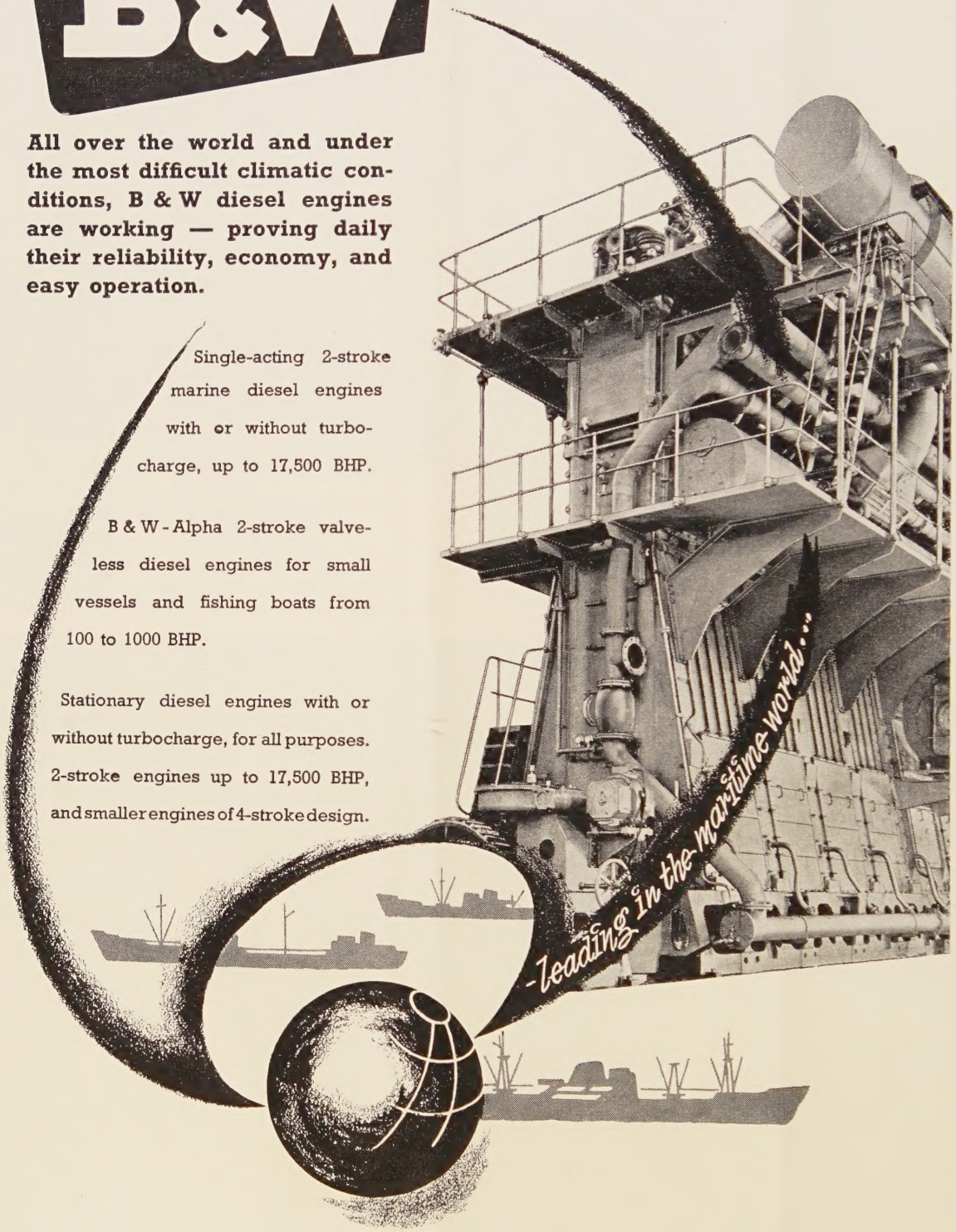

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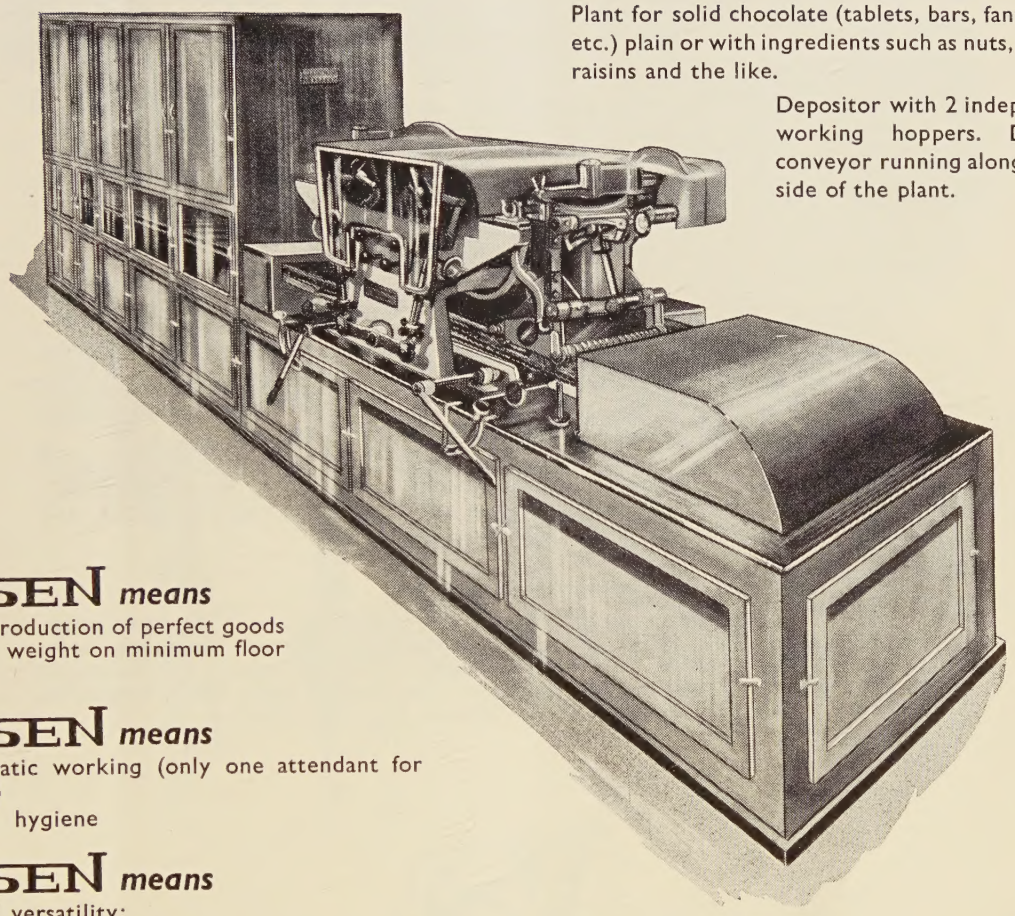

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DANISH FOREIGN OFFICE JOURNAL

NUMBER 23 . MAY 1957

The Indefinable Attraction

By KRISTJAN BURE

Vice-chairman of the National Travel Association of Denmark

To the surprise of many Danes, tourism since the war has become the fourth largest national "export" trade. Still more surprising, Denmark has gained a larger percentage share in the expanding tourist revenues than many other countries. An experienced observer suggests an explanation which will most likely inspire others

Since the end of the last world war there has been a marked rise in the inclination to travel, in every country. Figures show that there are more travellers than ever before.

Only those who travel of their own free will, from a desire to see other countries and learn the ways of other nations, can be called tourists. Given the fact that the holiday season in Europe and in North America, however, is roughly the same, and assuming that the number of non-tourist travellers is spread fairly evenly over the year, we can deduce the number of tourists from the rise which takes place in the holiday months. A percentage calculation of the aggregate number of travellers in the sixteen European countries west of the Iron Curtain, in the twelve months of 1955, gives the following result:

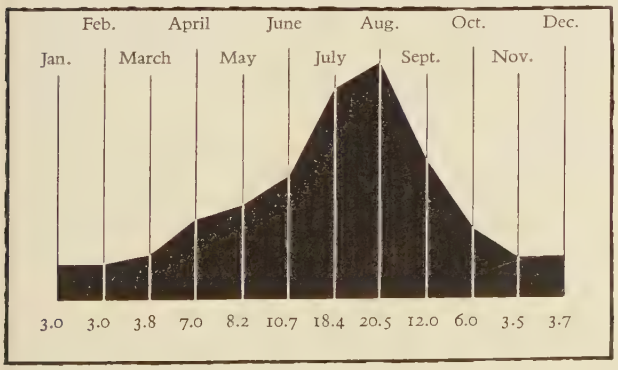


Diagram showing the fluctuation in number of travellers at various times of the year

It will be seen that the number of travellers in the five non-tourist months of November-March is approximately the same for each month. Tourism begins in April and culminates in August. The excess over the average of the five non-tourist months (3.4 per cent.) will thus in the main be due to tourists. Figures showing the number of visitors to Denmark and the number of travellers leaving the United States follow roughly the same curve.

Economic Importance

Since it is impossible to obtain the actual number of tourists by ordinary statistical methods, it follows that there is no means of finding out the accurate revenue of each country from tourism. The usual custom is to publish figures showing the revenue in foreign currency derived from visits by all foreign travellers.

To typical tourist countries such as France, Switzerland, and Italy the revenue from this source ranks as one of the biggest items in foreign-currency earnings. In 1955 the amount (in million dollars) was: Italy over 190 (ranking fifth on the list); Switzerland 230 (second place); and France 191. The item is seen to be of great importance to the balance of payments and economy of these countries.

But even in less typically tourist countries, including Denmark, it is clear from post-war experience that the revenue accruing from foreign visitors often approaches that obtained from the principal national exports.

The number of foreign visitors to Denmark in recent years, together with the revenue in foreign currency, is as follows:

1946	approx.	133,000	45 mill. kr.
1948	–	199,440	65 – –
1950	–	307,418	125 – –
1952	–	327,969	200 – –
1954	–	365,320	280 – –
1956	–	433,016	383 – –

The importance of these earnings to the national economy becomes evident if we compare them with some of the major export revenues. The only items which exceeded the 310 mill. kr. brought in by foreign visitors in 1955 were bacon (1101 mill. kr.), butter (896 mill. kr.), and eggs (481 mill. kr.).

Next in order of size come such outstanding export items as canned meat (301 mill. kr.), cheese (224 mill. kr.), fish (207 mill. kr.), ships (201 mill. kr.), and diesel engines (111 mill. kr.). The 310 mill. kr. brought in by foreign travellers is thus an important item in the national revenue, the fourth in order of size.

In 1955, the surplus revenue from tourism (*i. e.*, the difference between receipts from foreign tourists in Denmark and the expenditure by Danish tourists abroad) was insignificant, but in 1956 it is estimated that it will total about 50 mill. kr.

The big increase in the number of foreign visitors may, of course, be due solely to the accumulated desire to travel apparent in every country, owing to the wartime restrictions. But there is reason to suppose that the increase, which has been relatively larger than in neighbouring countries, may owe something, besides the publicizing of Denmark's attractions as a tourist country, to the fact that it is a country worth visiting.

Bigness or Tranquillity

Has Denmark the means to consolidate its strong position as a tourist country? Will it not fall short of the well-financed and well-planned tourist publicity of bigger and richer countries? Will not other nations prefer the

Fine buildings, reminders of the great days of the nobility, are dotted about the Danish countryside. This is Vallø (Zealand), now a home for unmarried gentlewomen

Provincial tranquillity, represented here in the belfry at Fåborg (Funen), appeals to many visitors

Mediterranean, the Pyramids, or the mountains of central Europe and Scandinavia? Will they not choose all this, the naturally great, the historically famous, the artistically celebrated, before deciding on the tranquillity of Denmark? Will travellers not prefer the colourful night life of the south to quiet evenings in Danish provincial towns where nightfall is heralded by the ringing of peaceful church bells?

Not all of them. The number of would-be travellers in every country has risen, during the last few years, by hundreds of thousands who cannot afford to visit the Pyramids, who have no desire to climb mountains, who are not particularly interested in going round museums, and who are not so absorbed by history and art that these alone determine their travel plans. With fewer world-famous sights, Denmark has attractions for many visitors, attractions that are characteristically Danish. Of course it cannot be assumed that what attracts the native will necessarily attract the foreigner.

Three Types of Tourist

Foreign visitors can be divided roughly into three types: the general visitor, the touring visitor, and the visitor for a special purpose.

General visitors comprise all sorts of people, with one thing in common: the desire to stay in one place during their visit. Some will prefer seaside resorts with crowds, dancing, and entertainments. Others like quietness and solitude in small places with attractive scenery.

Touring travellers can be more exacting. Coming by road, rail, or boat, by air, on bicycles, or on foot, singly

or in parties, they move on from place to place; some would think a little too quickly. But there are many of them, they get around, and they see a good deal. If they are satisfied, they will speak of Denmark to their friends as a good holiday country; and there is no more effective form of publicity.

The visitors who come for a special purpose believe with Horace in combining business with pleasure, by plying their special interests when on holiday. They may be students of archaeology, art, and architecture, of geology, zoology, and botany; or they may be sportsmen and fishermen.

The Surprising and the Known

As travellers can be divided into three main types, so it can probably be said that what they look for can generally be summarized under two heads: first, the foreign, the surprising, the new; and secondly, the known, the universal, things comparable to those at home. What, it may be asked, has Denmark that will be new to the foreign visitor?

First there is the sea, the limitless ocean which, in rough weather and smooth, makes a deep impression on inland people seeing it for the first time. They are fascinated and captivated by it. The miles of gleaming sandy beaches appeal as forcibly to them as do Alpine peaks to plainsmen.

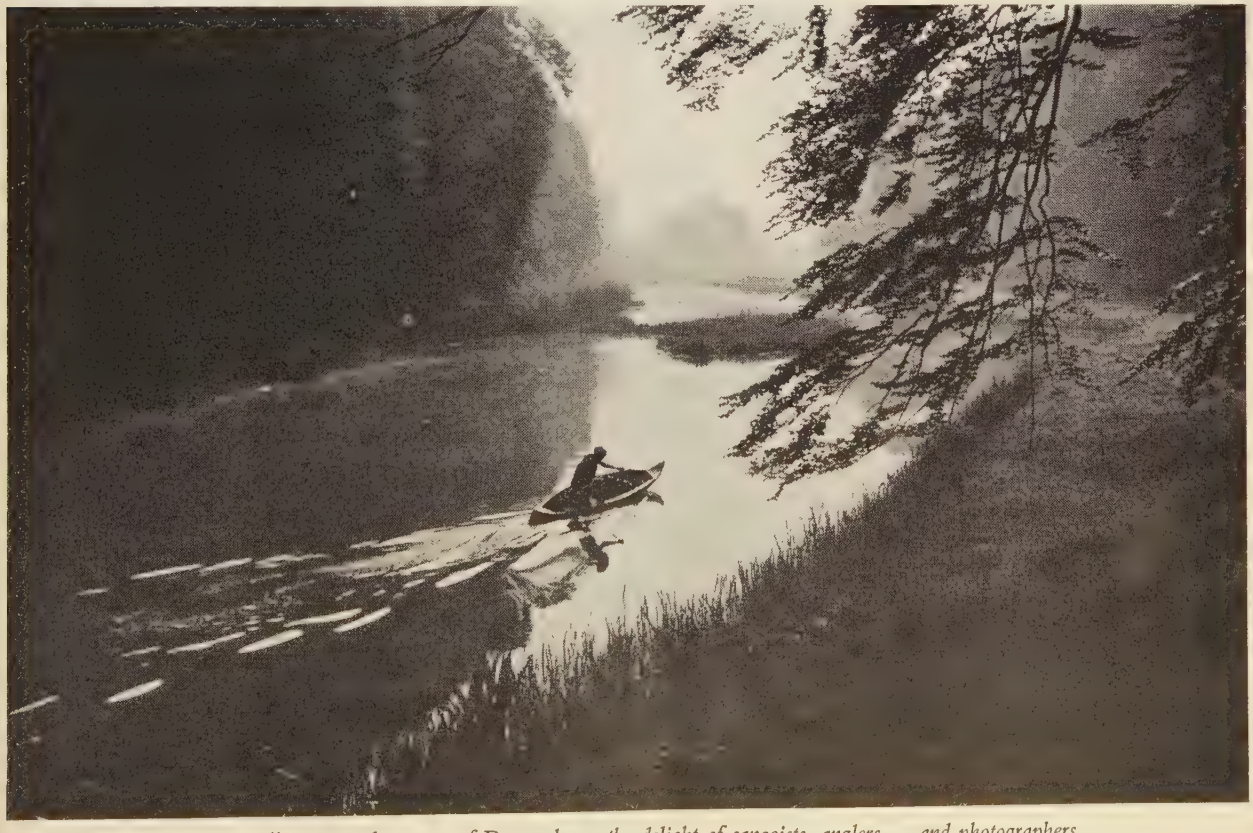
Denmark, too, has the light Northern summer nights unknown to southerners. It has wide horizons, soft landscapes new to those who come from countries where the scenery is rough and rugged. Danish scenery, lacking great contrasts, has in spring the bright green of the beech woods; and the entire country lies almost like one large, well-cultivated and well-kept field, smiling in the lushness of summer and bounteous in the fullness of autumn.

But in addition there is the daily life of its people, the Danish way of life which visitors like to study and compare with their own.

In the Danish social order class differences have been almost obliterated. The country has extensive social services, good schools and libraries and hospitals, abundantly stocked museums, ancient village churches, country mansions, and castles. Cleanliness and orderliness are prevalent everywhere. There are large industrial undertakings and thousands of solidly built and well-tended farms and houses, each with its trim garden. There are excellent roads, safe railways, and comfortable ships, well-managed hotels, and good food. The country has a lively and vigorous capital, many enterprising provincial centres, and sleepy red-roofed little towns. Finally, there is the Danish national character, which visitors not infrequently extol. All this is there for the tourist to study and compare with things at home.

The Indefinable Ease

My work in the National Travel Association over the years has brought me into contact with foreign visitors, mostly journalists, and I have asked many of them what they have been particularly impressed by. One was fascinated by the Ethnographical Museum, another by the agricultural Cooperative Movement. One kept on talking about the Old Town, the folk museum at Århus, another about our fine schools. One had lost his heart to Copenhagen, another to the diminutive town of Ebeltoft. And one was struck by the flowers in every window. Some lauded the good beer, the *smørrebrød*, and the cold *snaps*, and one could not forget the Grundtvig Church. While in Copenhagen this man visited the church and said his prayers there daily. He intended to return the following year.



The small rivers and streams of Denmark are the delight of canoeists, anglers — and photographers

Contemporary Danish furnishing admirably matches old inns. (Kongensbro Inn, Jutland, renovated with Marshall aid)

Among these various answers there was one which constantly recurred, but which each of those asked expressed in his own way. It was something indefinable which had many names. It was called the pattern of life, the hospitality, the informality, the democratic social order, the natural friendliness and helpfulness, the genuine *joie de vivre*, the good humour. This, the visitors said, had always put them into a pleasant frame of mind and given them a feeling of well-being, contentment, and ease, a state of mind which had done much to make them feel welcome and at home.

Nature, Thought, and Manners

The characteristics enumerated cannot, perhaps, be summed up in one word. They are each in their way aspects of the nature, thought, and manner of the Danes. But perhaps it can be said that together they epitomize the Danish national character, and Danish mentality.

Visitors have also asked me thousands of questions, ranging from the narrowest of individual interests to involved economic and political matters. Most of the questions, I think,have been concerned with the democratic Constitution and with the monarchy. The genuinely democratic Government under an hereditary monarchy interests everyone.

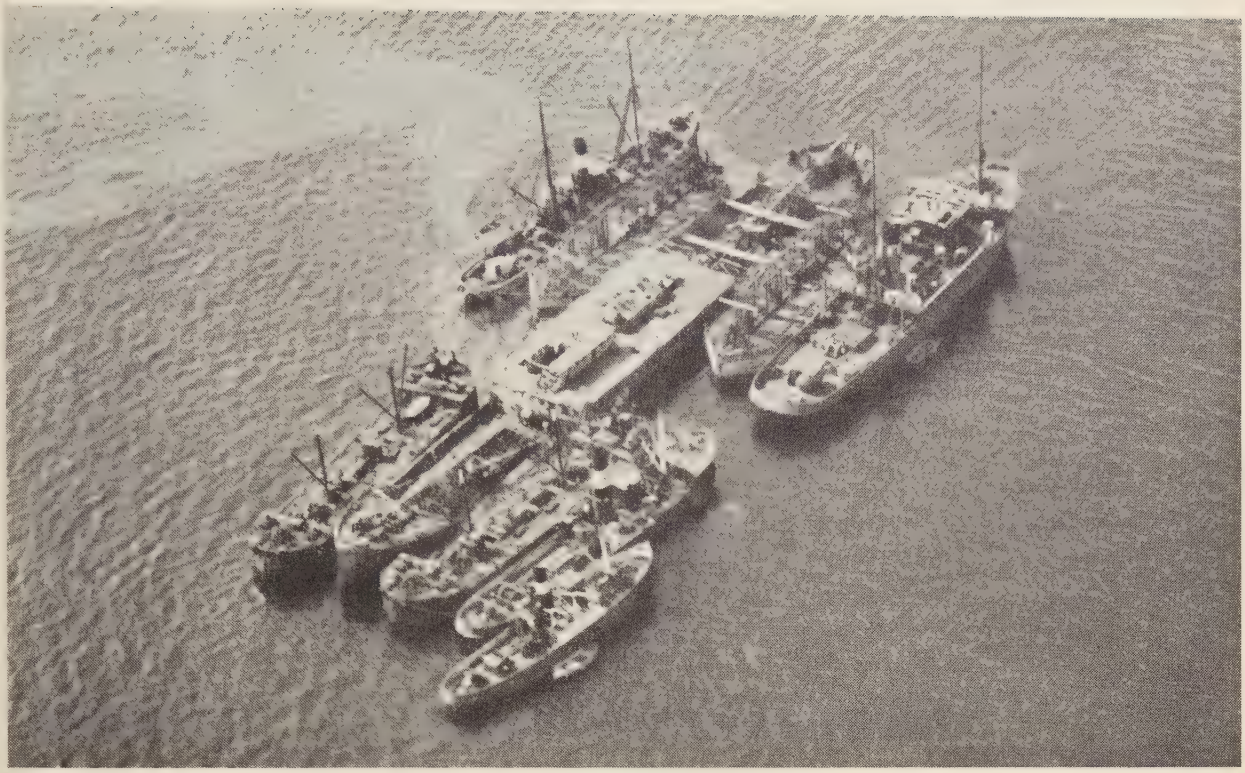
I have been asked whether it was true that the King and Queen went about Copenhagen and the rest of the country unescorted and unaccompanied by police; whether it was a fact that their daughters went to school with the children of ordinary people; whether it was correct that the King and Queen spent their real holiday on a small hunting estate in Jutland; whether it was true that the King gave a public audience twice a month and that any Danish subject was at liberty to see him.

Visitors are also surprised to learn that Danish Ministers have a weekly reception day when anyone may seek an appointment, and they remark on how unbureaucratic the Danish administration is.

Political Perspectives?

Besides the economic aspects tourism also has its cultural ones, and in the long run these may well prove more valuable than the revenue in foreign currency. For intercourse between nations, knowledge of other countries and other peoples, their lives, customs, and traditions, their art and their history, will go far towards increasing the interest, the respect, and the sympathy which can create mutual trust, understanding, and peace in our troubled world.

The Danish way of life, simple and unpretentious, is one of the things which attract the visitor; few have too much, and fewer too little. The typical Hansen family (1.3 children!) on the way to their "colony garden" or to friends'



The m. s. "Esbjerg" saved by wreck-raising pontoons in the Baltic

Wresting Millions from the Sea

By Bredo v. Munthe af Morgenstierne
Manager, Society for the Furtherance of Shipping

The world's oldest salvage company, the Danish Emil Z. Svitzers Bjergningsentreprise, is one of its country's best-known firms. Its knowledge and experience, accumulated over more than a century, brought the company into the international limelight when the United Nations requested it to help in the clearing of the Suez Canal

The voyages of the Vikings in their slender and highly seaworthy ships a thousand or so years ago are common knowledge. Vikings created the seafaring traditions on which Danish seamanship rests today. Without these traditions, and the advantage of close contact with the sea, it is safe to say that a small country like Denmark could scarcely have established a salvage company such as Emil Z. Svitzers Bjergningsentreprise, let alone maintained it in the teeth of fierce international competition for close on 125 years. Svitzer, as the company is popularly called, may not be the world's biggest, but it is certainly the world's oldest.

Emil Z. Svitzer was a merchant, whose mind had fastened on the idea that the sea was an enormous graveyard where thousands of ships were buried—and were continually being buried—down in the abyss amid the sea-weed, the sand, and the submarine rocks. It was a graveyard where great capital values created by industry and enterprise were lost to the world economy. In March 1833 he finally succeeded in raising the capital required to establish his projected firm.

First Diving Dress

He began in a small way with an old naval yacht, a sprit-sail yawl, and a gig. The last-named, a light twelve-oared rowing vessel, was used for making contact with distressed ships, actual salvage operations being carried out by the two larger vessels. Work was considerably facilitated by the purchase of the first diving dress in 1842, five years after the invention of this invaluable equipment by an Englishman, Augustus Siebe. The three vessels were stationed at the village of Kastrup near Copenhagen, and during the first decades of its existence the company confined its operations to Danish waters. The business went well and an increasing number of vessels had to be procured, but soon the question of steamships came up. The employment of the first of these aroused wide interest when in 1860 it raised a steam schooner of something like a hundred tons from the bottom of a Swedish lake where it had lain five fathoms deep, buried in ten feet of mud. It was converted by the company into an up-to-date steam salvage vessel for rescuing other wrecked ships. The engine power of this ship, called the *Skandinavien*, was 55 hp. The company's present motor ship, *Em. Z. Svitzer*, of 66 grt., is of 2,750 ihp.

By 1899 the first Danish salvage ship had been stationed at Marseilles, ready to begin operations in the Mediterranean. A new chapter had opened in the company's history, a chapter which is still unfinished.

The company has continued to grow, in spite of war and competition. During the German occupation, the occupying authorities were successfully tricked by means of a fictitious wreck near the Swedish coast. Nineteen of the fleet of twenty ships crossed the Sound in three detachments to Sweden, where they remained in safety until the German capitulation, to the company's advantage and the satisfaction of the Resistance Movement and the general public.

Service in Greenland

Diesel motor ships have taken the place of steamships, and the company's fleet consists of ten salvage ships, five tugs, four lighters, two crane-ships, and seven "camels" and smaller vessels. Two of the salvage ships, the *Protector* and the *Em. Z. Svitzer*, are normally stationed at Aden and Messina respectively. Since the war, Svitzer and the Norsk Bjergningskompagni have established a joint salvage service in Greenland, keeping a vessel stationed at Færingehavn on the west coast every summer. The company also owns a quantity of valuable salvage equipment, including pumps for clearing wrecks, diving equipment, pneumatic under-water tools, electric welding and cutting apparatus for use above and below water, air compressors, sealing material, anchors, hawsers, purchases, unloading gear, and blacksmiths' and carpenters' tools. The *Em. Z. Svitzer* is able to pump up to 5,000 tons of water an hour. All the available space in the salvage ships, which are of 700 grt, is utilized down to the last inch. The powerful machinery occupies a good deal of space, as does the extensive salvage equipment, and in addition there has to be accommodation for a crew of 20–25.

One of Svitzer's divers, at the Copenhagen exhibition "The Ship"

Life on board these ships, which are equipped with every modern aid to navigation — radar, Decca, echo-sounder, etc. — is of unusual character, consisting of lay days when nothing happens—and then action, often in rough weather, for days and weeks on end when every minute is precious and when sleep and rest are rare events. Every undertaking varies, and big decisions have to be taken on the spur of the moment by salvage workers with years of experience of the vagaries of the weather and the sea. Every man turns out while the storm rages and the waves lash, officers, divers, and crew all concentrating their energies on the hazardous enterprise of rescuing the ship and its cargo from the sea or salving the wreck.

Over the years Svitzer have undertaken a multitude of salvage operations, many of which must have seemed hopeless. But the company has never been at a loss. Fantastic means have been employed to salvage wrecks. Rocks have been blasted under their keels. Chanals 300 fathoms in length have been dredged in order to approach stranded ships. The wrecked stem of a ship has been cut loose from the stern, which has then been towed hundreds of miles to the nearest dock.

At the present moment the company is sharing in a special task whose successful accomplishment is of vital importance to world shipping and on which the eyes of thousands are fixed; namely, the clearing of the Suez Canal, one of the most gigantic salvage operations in history.

The United Nations requested Svitzer and the Dutch salvage firm of L. Smit and Company to clear a passage through the canal at the earliest possible moment.

The m. s. "Star of Malta" grounded off Valetta, was salvaged and taken into that port

Thirty-one salvage vessels of various nationalities, about half of which were chartered by Svitzer and the Dutch firm, have been taking part. Svitzer's share comprised three large salvage ships, two crane-ships, two pontoons, a large array of up-to-the-minute technical equipment, and a labour force of a hundred.

No Cure, No Pay

The many salvage ships which lie, apparently to no purpose, ever ready to sail in many ports are costly to maintain. Fruitless excursions to distressed ships which have saved themselves by their own efforts, together with unsuccessful attempts at salvage, help to increase the overheads. These costs are of course necessary, but are covered by payments for operations successfully carried out. Work is done on the basis of "No cure, no pay"; in other words, if salvage fails the company receives nothing for its work or costs. Generally, payment is not discussed with either shipowner or insurance company until the job has been done. Rates are governed by the extent of the task and the risks to the salvaged ship and the salvage vessel, and are fixed in accordance with time-honoured tradition established by the courts, by seafaring nations, or by agreement or arbitration between the salvage company and the underwriters. The arrangement, in short, rests on mutual trust between the parties concerned. The underwriters cannot do without the salvage companies, and the salvage companies cannot do without the underwriters' payments. Herein lies the guarantee that a successful salvage operation will not be rated higher than can reasonably be demanded.

Against Loss and Destruction

Capital values worth millions are salvaged by Svitzer. Passenger ships and cargo vessels—often with costly cargoes in their holds—have been wrested from the sea thanks to the company's skill and experience built up over more than a century. The capital saved from total loss amounts to immense sums, sums which have benefited insurance companies and shipowners of many nations.

Salvage ships are not large, but they are concentrations of energy, technology, and human ingenuity, small ships active in preventing loss and destruction. Their mission gives them special justification, not least in troubled times. The Emil Z. Svitzer salvage company is a fine example of Danish initiative and enterprise.

Galatheathauma axeli, *a new genus of deep-see angler-fish, found in only one specimen. It is presumed that the creature lies on the ocean bed with its mouth open, and that its prey is lured into the mouth by the forked light organ.*

BOOK SHELF

From the Deepest Depths

"The Galathea Deep Sea Expedition". Described by Members of the Expedition. Allen & Unwin, London, and Macmillan, New York. 296 pp. Illustrated. 40s.

Not unnaturally in a country surrounded on all sides by sea, natural science in Denmark has been particularly concerned with marine biology, and not only in home waters. Of the four marine-biological world expeditions as such, two have been Danish: the world voyage of the *Dana* in 1928—30, and that of the *Galathea* in 1950—52. The prime object of the latter was to study the fauna of the deep sea, of which very little was known. Now we know that there are living creatures down in the very deepest depths of over 10,000 metres. Many new species were found, and many more will doubtless be revealed as the *Galathea* material is studied. Recently, for example, it was found to include a new mollusc, the nearest relations of which have been known only as fossils from the Devonian period —as sensational a discovery as the finding of the live coelacanth.

But the Galathea Expedition had many other objects: collecting along coasts and ashore, measuring the production of organic matter in the oceans, exploring the deep-sea bottom and studying the chemical and physical properties of sea water, geomagnetic investigations, ethnological studies, and so on; while by film shows, lectures, and Press conferences it spread a knowledge of Denmark in the countries visited. An altogether novel feature was the inclusion of a public relations department for Press and films, under the author Hakon Mielche.

All this is described by a score of the expedition's members. What the book thus loses in uniformity is made up for by the fact that each chapter has been contributed by the writer best qualified to deal with it. Besides a very vivid account of the origin, objects, and work of the expedition, the book gives a varied picture of the day-to-day life on board, as well as impressions of many places visited. The lively text is profusely illustrated with excellent photographs from the expedition and drawings of many of the remarkable creatures brought up from the depths by the *Galathea*'s trawl.

The English edition is a largely unaltered version of the Danish. The translation is in a clear and readable style; in individual chapters one is tempted to say that it is stylistically an improvement on the original.

Jørgen Nielsen.

"Den Permanente" has the distinction of taste. A decorative arrangement is in itself a small work of art, giving pleasure to every visitor

Artist's Contact with World Market

By Asger Fischer
Director of the Permanent Exhibition

Goods of exquisite quality, together with intensive marketing, have transformed, in the space of twenty-five years, a humble souvenir shop into one of Copenhagen's best-known attractions, as well as an important export business plying the contact between the small producer and the big world

For contemporary arts and crafts the international public during the last two or three decades has turned increasingly to Scandinavia, and in many aspects of applied art and industrial design Denmark now occupies a leading position. "Danish contemporary" has become an accepted term, and the Permanent Exhibition of Arts and Crafts in Copenhagen has established its name, *Den Permanente*, as a symbol of it.

Den Permanente was started in 1931 by a small group of artist craftsmen and industrial designers. At its twenty-fifth anniversary in December 1956 it could look back on a rapid development that would have surprised those whose object was "the establishment of a permanent exhibition room in Copenhagen for the publicizing and sale at home and abroad of the best in Danish arts and crafts and applied arts".

The organization was founded by private initiative in a form which did not require much initial capital, the individual members supplying their own products for exhibition and sale on a commission basis. For some years the establishment encountered financial difficulties and was obliged to seek assistance from the Government and private foundations. But the trend already referred to and the growing interest in Denmark among tourists have brought about such an expansion in the sales that the organization is now fully self-supporting.

The activities of *Den Permanente* receive valuable support through its association with national bodies such as the Federation of Danish Industries and the Joint Representation of Danish Handicrafts, and it is under the patronage of Her Majesty Queen Ingrid.

The exhibition area of over 2,000 square yards made up

of ground floor, first floor, and basement is put to the utmost use in order to give each of the 350 associated members the best possible display conditions. A selection committee, appointed by members at the general meeting, constantly studies new material submitted for exhibition. Often as much as 80 per cent. is rejected in order to maintain the standard.

As one of the measures to raise the quality of Danish tourist souvenirs *Den Permanente*, opened in 1947 a special tourist section. This activity was extended in 1954 by the acquisition of the souvenir pavilion in the Tivoli pleasure gardens. Both the tourist section and the Tivoli souvenir pavilion record mounting sales every season.

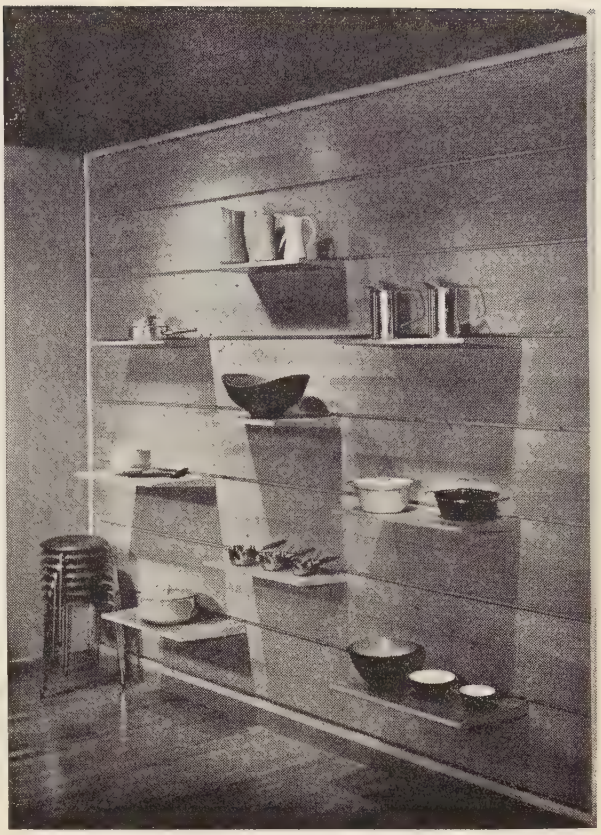
Danish Members Only

The firm principle of accepting only Danish members in the association, and of exhibiting and selling only the products of members, is an absolute guarantee that every object displayed, whether it be a simple pottery ash-tray or a fine piece of cabinet-making, is Danish in form and origin. The entire exhibition can thus be regarded as a souvenir shop in the best sense of the term.

Apart from the Tivoli souvenir pavilion the work of *Den Permanente* is centred in the exhibition rooms at Vesterport. Here are gathered the threads which connect it with the world, through the rapidly increasing number of visitors and through the extensive correspondence which results.

The question of exports to foreign firms soon arose, and was taken up on rational lines just after the war. Concurrently, the work of organizing the production of individual craftsmen began, with a view to enabling orders to be booked from samples: a task in which great difficulties have had to be surmounted.

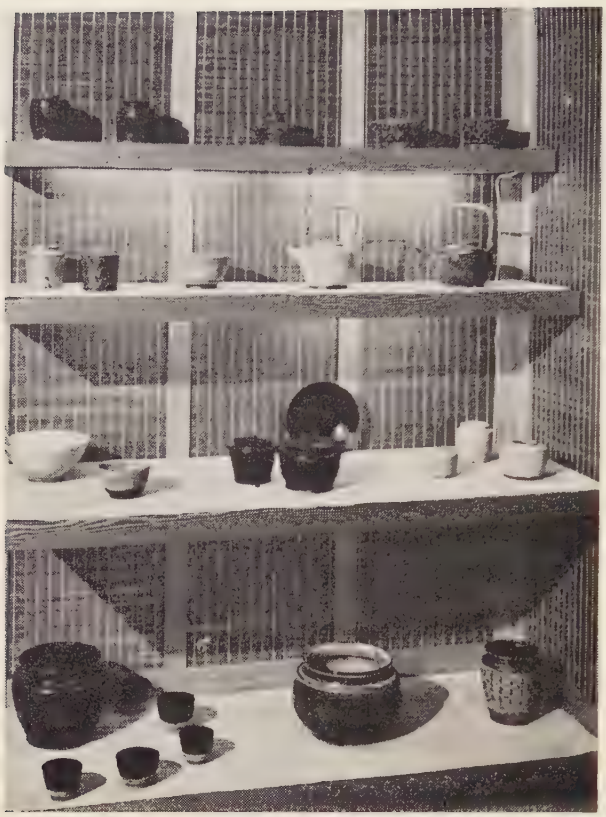
In 1951 an export sample room was established on humble lines in the basement. A year or two later the samples were transferred to a larger room, as an increasing number of exhibitors wished to be represented.



Export measures have chiefly concentrated on catering for the smaller producers. Sales are made almost exclusively to foreign retailers, and only in a few special cases to wholesale dealers. Bent on ensuring the best possible status in the various markets where Danish arts and crafts are sold, the association has secured permanent contact with a number of firms of the highest standing.

Steadily increasing interest in this side of the activities made it imperative to find special accommodation for it.

"Den Permanente" is attractive from the outside, too. The picture above shows shelves of household ware



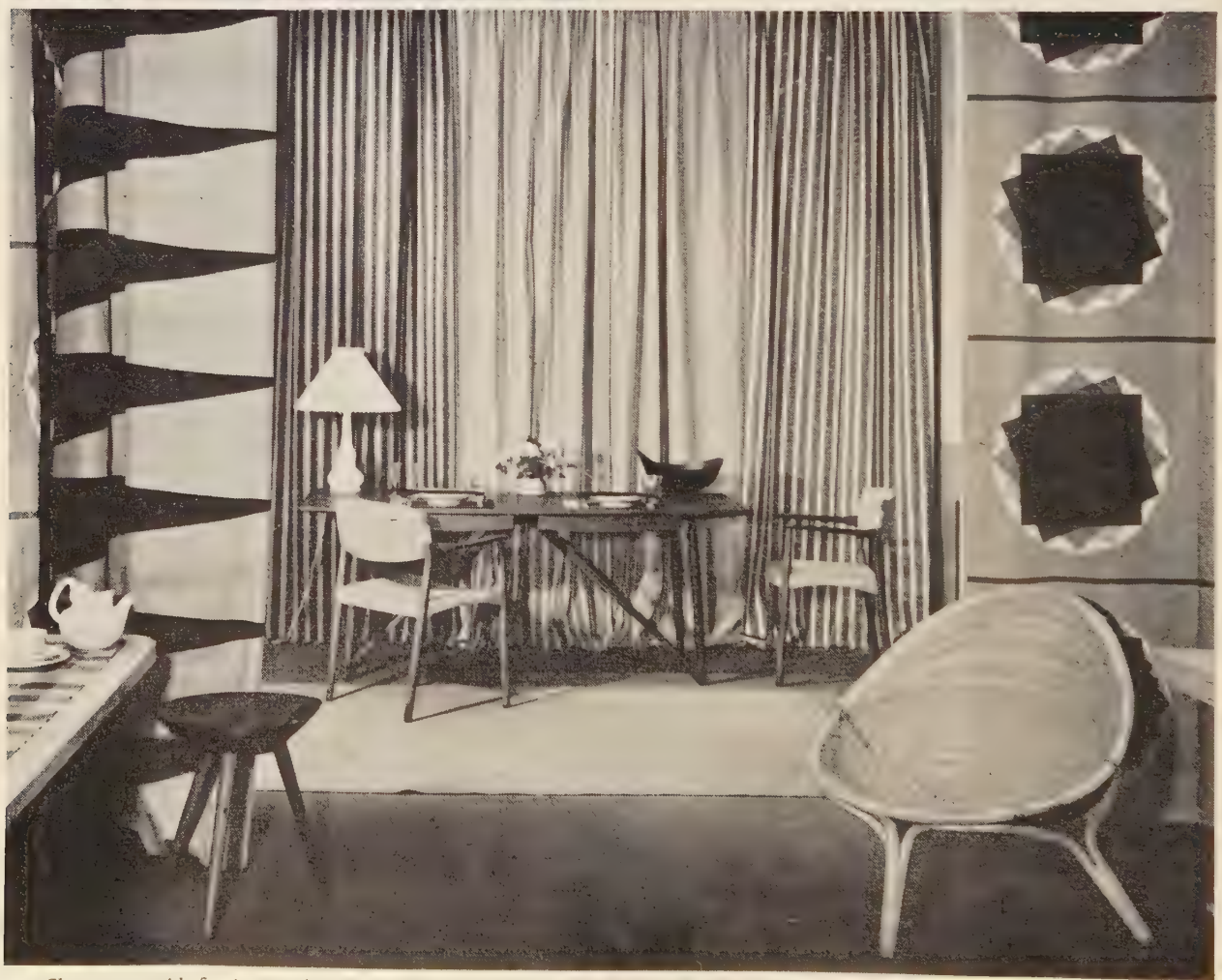
Consequently, a sample room measuring 100 square yards has been opened, with offices attached, in direct communication with the permanent exhibition rooms. Export customers, after visiting the exhibition and gaining an insight into the possibilities offered by Danish arts and crafts, can proceed to the export rooms in order to obtain further details about the products exported by *Den Permanente* and make out their orders from the sample collections.

The association arranges for collective shipment of the work of various producers, to the economic advantage of the purchaser. This and the saving of time due to the placing of collective orders have made the export facilities extremely popular with both purchaser and producer.

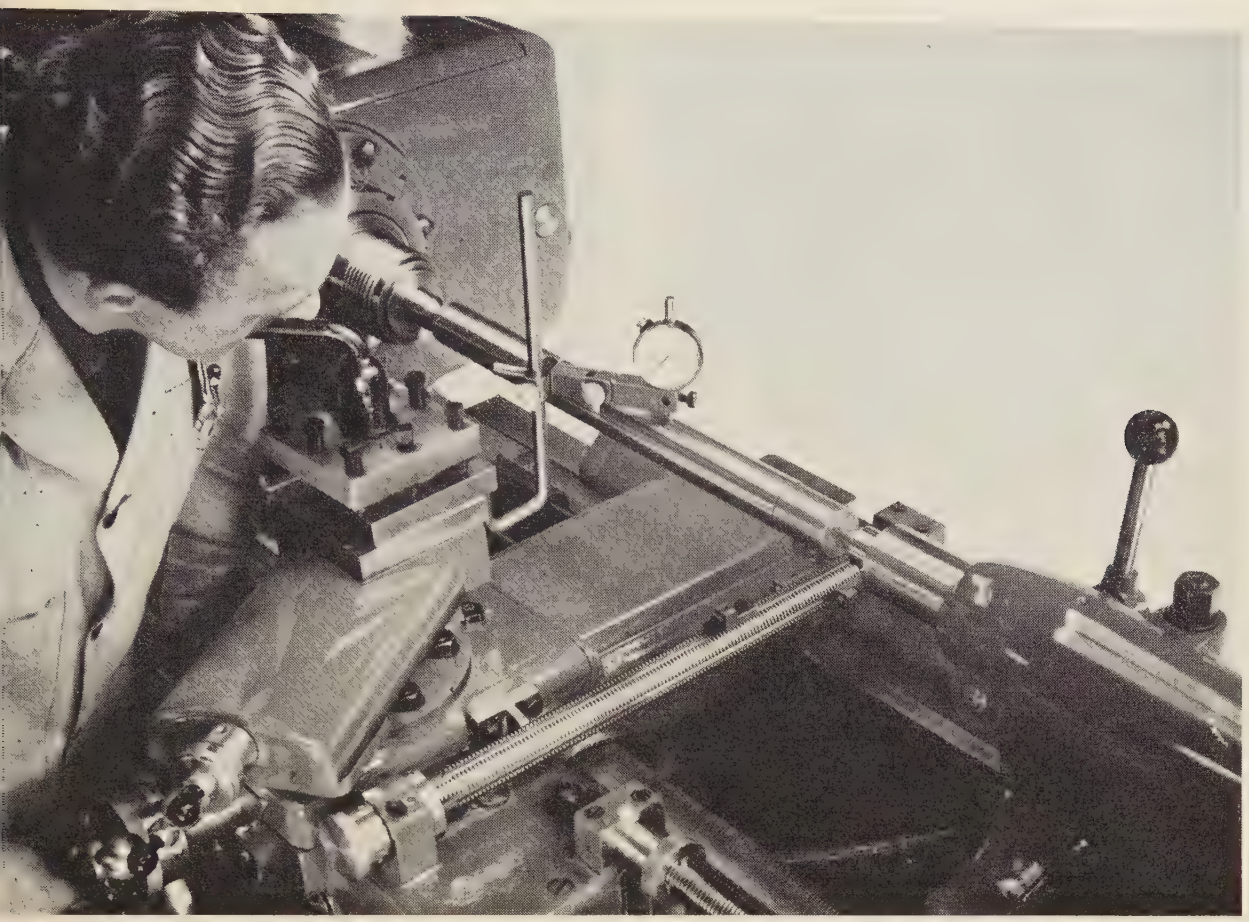
Day-to-Day Contact

Besides making direct export arrangements, *Den Permanente* establishes day-to-day contact between foreign purchasers visiting the exhibition and producers who have their own export organizations.

Arts and crafts, particularly in view of their recent development, have become one of the promoters of Danish good will. For them to remain so it is essential that the standard should be maintained and that prospective buyers in other countries should have opportunities of making their acquaintance. These are the objects that *Den Permanente* seeks to further.



Show-room with furniture and curtains, which, with ceramics, glassware, and silver (picture above) are important Danish products



Alignment check of a Danish-made lath at the works at Århus, before shipment to California

Industrial Goods in Danish Exports

By Povl Boëtius

Manager, Export Department of the Federation of Danish Industries

Although Denmark is best known for her agricultural products, she has become in recent years a net exporter of machinery, and the industries of many countries now use Danish capital goods and specialized equipment

The heading will come as a surprise to many readers, who will say, understandably enough: "Well, we know the excellent agricultural products, and we can see that Denmark has obvious qualifications for supplying industrially processed food. In view of the long Scandinavian winters and the flair which Scandinavians have for home comfort, we can likewise understand why Denmark has become a large exporter of applied-art goods: we know Danish silver, porcelain, pottery, glassware, furnishing fabrics, furniture, and lamps. But we know also that Denmark is a small country with no mountains and therefore no hydro-electric power, and that the soil yields neither oil, coal, iron, nor other minerals. Without these basic requirements we cannot see how Denmark could possibly have an engineering industry, let alone export engineering goods."

Let us look into the matter a little more closely. The Danish standard of living is among the highest in Europe. In other words, there is purchasing power, but correspondingly high wages! Denmark has some of the world's lowest tariffs, with the result that the unprotected Danish industries know the effects of foreign competition in both the export and the home market. Lack of protection, on the other hand, has inevitably influenced the industrial structure, since there has been little inducement to produce non-competitive goods. Denmark's central situation in relation to raw-material deposits in other countries, however, together with easy access to the sea, enable coal, iron, oil, and many other raw materials in most cases to be delivered as cheaply to Danish factories as to factories in the country of origin, provided that the supplier countries refrain from dualprice policies designed to protect their own industries.

Danish craftsmanship traditions, which go a long way back in history and which provide the quality basis for applied-art goods, have nurtured an experienced and conscientious artisan class. Good opportunities for theoretical and practical training ensure efficient technicians and management.

In an aggregate export value in 1955 of 7,193 mill. kr. the share taken by industrial goods was 2,731 mill. kr., or about 40 per cent.

A break-down of these figures shows that goods of iron and other metals (excluding precious metals) accounted for about half of the industrial exports. The remainder consisted of industrially processed foodstuffs

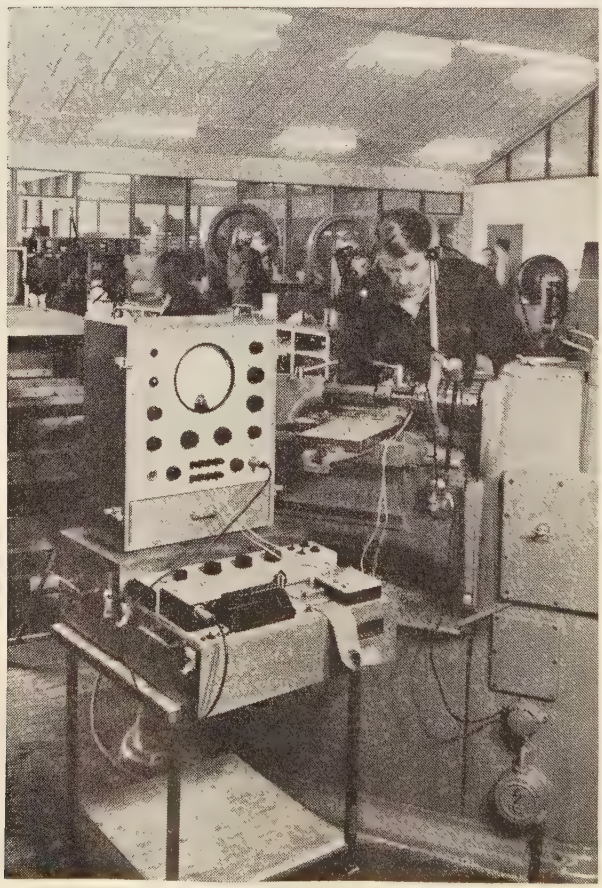
(canned hams and other meats, milk, fish, beer, chocolate and confectionery, etc.), pharmaceutical and chemical products, cement, furniture, dyes and paints, textiles, applied art, and many other consumer goods. Roughly one-fifth of the total industrial production was exported.

The engineering industry, which is particularly export-minded, shows the greatest relative progress year by year. Even in most recent years, when a credit squeeze and taxation policy have caused a drop in industrial production, engineering exports have shown a steady advance. Many engineering firms export the bulk of their output, some as much as 95 per cent.

Experience in the processing of Danish food in the widest sense underlies some of these engineering exports. This is true of agricultural, dairy, and brewing machinery, refrigerating and cooling plant, slaughterhouse machinery, meat- and fish-canning plant, fish-meal installations, tube- and capsule-making plant, ice-cream machinery, chocolate-making machinery, fishery gear, oil separators, and so on.

A land of many islands, situated close to some of the world's busiest maritime trade routes and, owing to lack of natural resources, carrying on a considerable foreign trade (the largest *per capita* in the world), Denmark established herself at a very early date not only as a maritime nation, but as a producer and large exporter of ships and marine equipment of every conceivable variety. This group of goods includes ocean-going passenger and cargo ships, many of them specialities like whalers, banana transports, tankers, ships for the carriage of liquid gas, of livestock and carcases, ferries, and small vessels including fishing boats. Foreign shipyards buy large quantities of Danish marine equipment, such as winches, capstans, electric and hydraulic steering gear, pumps, oil filters and separators, cooling and air-conditioning equipment, pantries, lifeboats, radio transmitters and receivers, and diesel engines.

Pipes of high quality have become an important exportproduction



Strain measurements on a production machine using the Strain Gauge Equipment

Diesel engines have been a big export line for many years; not only marine diesel engines but also stationary engines for electricity works and power plants, etc. The latter, incidentally, are supplied complete on a large scale, as Danish industries include important firms in the electrical trade. Many countries import Danish generators, dynamos, motors, elevators, cranes, electrical goods and control gear, high-tension insulators, vacuum cleaners and other domestic appliances, cables and wires, radio and television parts, thermostats, chemical and electrical measuring apparatus, electro-medical equipment, etc.

One of the very few materials which can be profitably extracted from the Danish soil is chalk for cement-making. But this is scarcely the reason why machines and complete plant for cement-making have become one of the biggest industrial export items. Rather it is because far-sighted industrialists early realized the importance of cement, and because highly trained technicians and research workers have studied this speciality for generations.

Similar factors have governed the wide export of shoe machinery, biochemical converters of domestic waste, specialized textile and printing machinery, laundry and dry-cleaning plant, and office machinery.

Danish engineering firms and contractors have been for many years entrusted with large-scale projects, particularly in overseas countries. Danish industrial firms

have also been highly successful in meeting the demands on dependability imposed by widely varying climatic conditions and local labour in constructional equipment such as road rollers, pavers, compressors, excavators, pile-drivers, and dredgers.

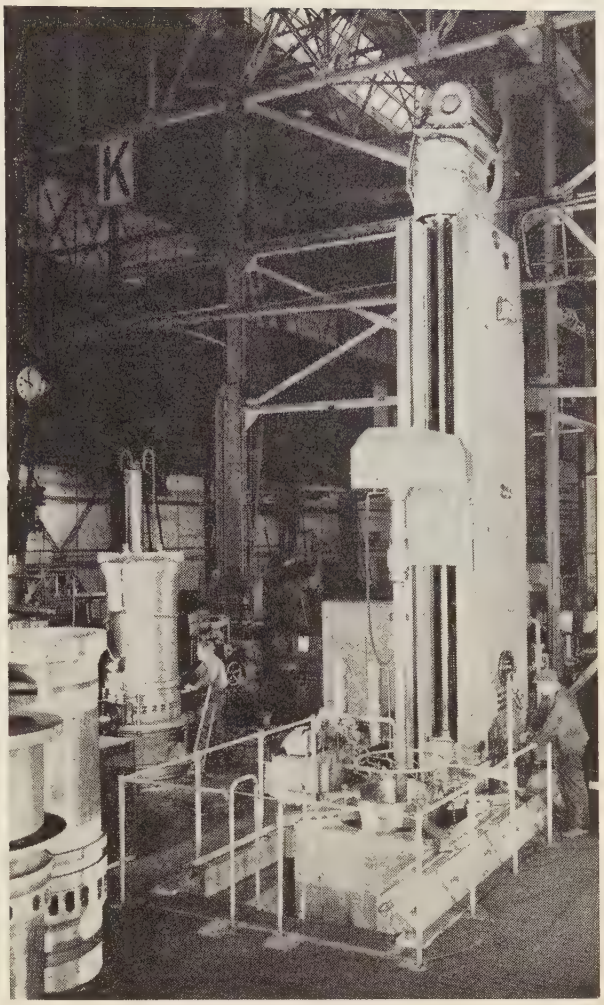
This brief survey of the Danish engineering industry will already have shown that a number of other firms have specialized in the production of machine tools. Not only metal-working but also wood-working machines are exported on a large scale. The turnover in cuttings, waste, and other scrap from the user firms, incidentally, is large enough to keep going an up-to-date steel mill, and smelting works which export special non-ferrous alloys to many countries.

It is a remarkable fact that, in spite of the absence of protective tariffs, and in spite of a relatively high standard of living, the great demand for specialized foreign machines by a steadily growing industry, and increasing liberalization, *Denmark, in recent years, has become a net exporter of machinery.*

Danish machinery has been supplied to practically every country in the world. European countries take the bulk of it, but it is interesting to note that nearly 15 per cent. goes to countries in America. Asia, Africa, and Australasia account, respectively, for four, three, and one per cent. of the exports.

Many of the machines and appliances sold in Europe, the United States, and other highly industrialized regions are specialized units and plant, often the results of efforts by Danish technicians to perfect the equipment of Danish industries or solve technical construction problems to the order of foreign firms. This feature of engineering exports is a sophisticated example of the international division of labour. As countries become increasingly industrialized, the greater are their opportunities for the mutual exchange of specialized equipment.

To continue these general observations on the composition of Danish engineering exports, it may be said that the bulk of Danish machinery sold in overseas markets consists of capital goods and large plant.



Boring out cylinder linings of sizable dimensions for a diesel engine, in the testing shop of Denmark's largest engineering works

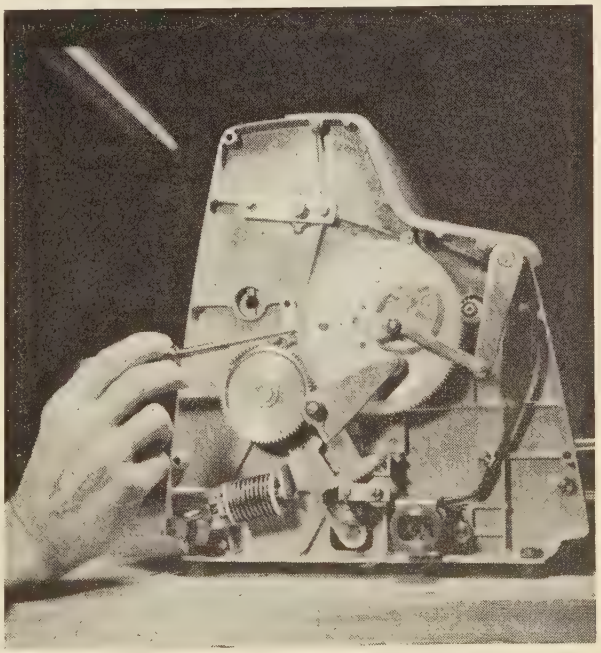
Up-to-date Experience

Although Danish industry today employs as large a percentage of the population as American industry, even the younger generation can remember the rise of industrialism. This fact has enabled Danish firms to acquire natural and up-to-date experience for building up industries in new countries, and Denmark is proud to have contributed to the development of industry in many overseas countries.

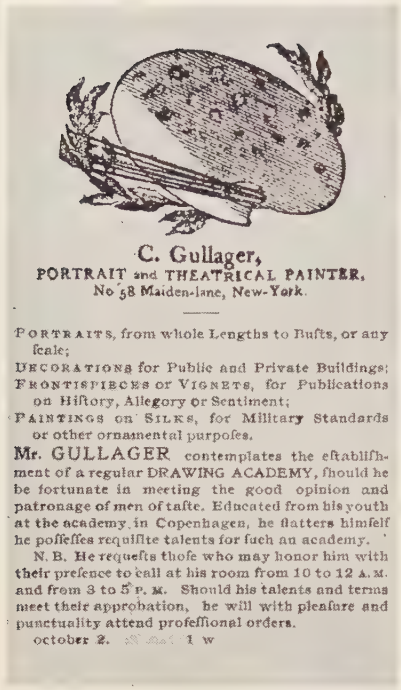
Danish industry wishes for nothing better than to contribute still further to this international division of labour, and by exporting a large number of machines of widely different types to all parts of the world it has demonstrated its ability to adapt them to a long range of climatic and technical conditions.

The "local conditions" to which some Danish engineering trades have been unable to adapt themselves are the often unreasonably high tariff walls with which the large and old industrial countries, in particular, have surrounded themselves.

The elimination of such protective measures would be of immense importance to international trade and co-existence; and in the long run its advantages would not be confined to small countries and their industries.



Every office worker knows the benefits of a reliable duplicator. This one, of Danish make, seems to be in order. No inky fingers!



C. Gullager,
PORTRAIT and THEATRICAL PAINTER,
No 58 Maiden-lane, New-York.

PORTRAITS, from whole Lengths to Busts, or any scale;
DECORATIONS for Public and Private Buildings;
FRONTISPIECES or VIGNETS, for Publications on History, Allegory or Sentiment;
PAINTINGS on SILKS, for Military Standards or other ornamental purposes.

Mr. GULLAGER contemplates the eſtabliſhment of a regular DRAWING ACADEMY, ſhould he be fortunate in meeting the good opinion and patronage of men of taſte. Educated from his youth at the academy in Copenhagen, he flatters himſelf he poſſeſſes requiſite talents for ſuch an academy.

N. B. He requeſts thoſe who may honor him with their preſence to call at his room from 10 to 12 A.M. and from 3 to 5 P.M. Should his talents and terms meet their approbation, he will with pleaſure and punctuality attend profeſſional orders.

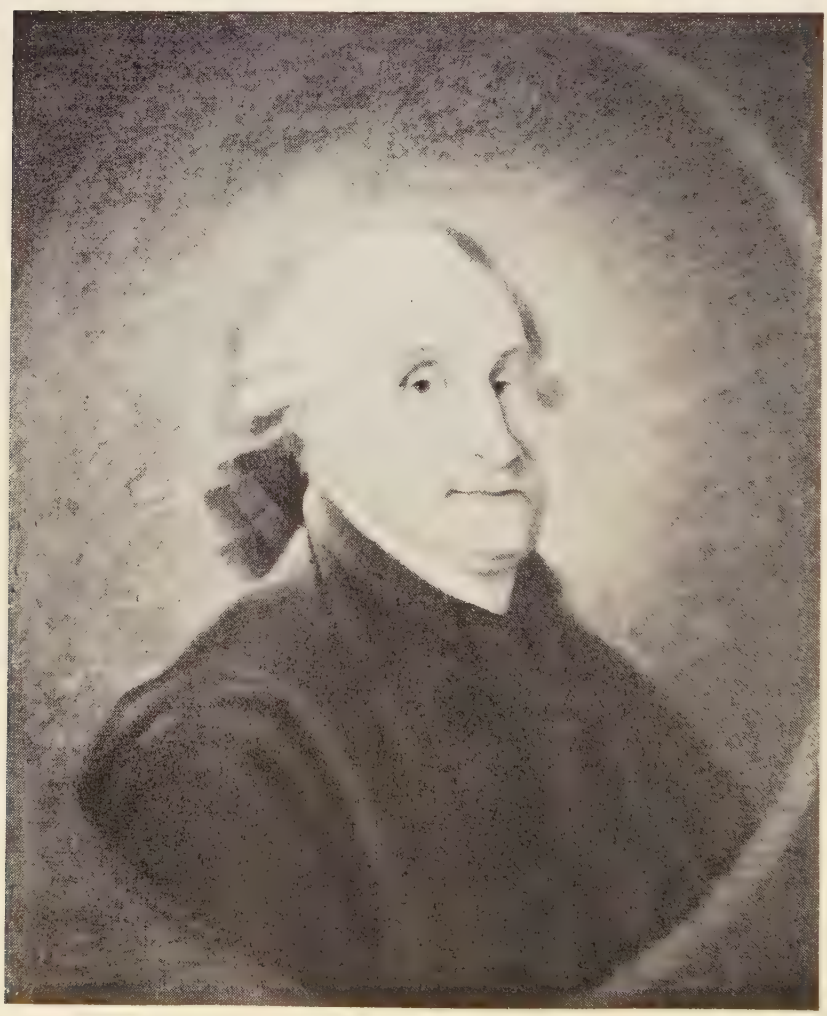
october 2. [illegible] 1 w

A curious period picture: Guldager's advertisement in the "N. Y. Advertiser", Oct. 2nd, 1797

Abraham Markøe's home at Philadelphia (Courtesy, The Historical Society of Pennsylvania)

The Eagle and the Flag

Among many Danes who in the past have found a home in the New World two made some return by helping to create the national symbols of the United States, the Eagle and the Flag.



George Washington as painted by Christian Guldager (photograph of the original owned by The Massachusetts Historical Society) ↓

The Eagle was the product of Christian Guldager, who at the time—the 1780s—was a fashionable painter in Boston, and who had painted George Washington for Boston Town Hall.

The flag on which the Stars and Stripes came to be based was designed by another Dane, Abraham Markøe, then first Captain of the Philadelphia City Troops.

Benjamin Franklin and a number of other Congress members had wanted the eagle design, and Guldager's earned him a lump sum of a hundred dollars and the title of Father of the Eagle.

Guldager, born in Copenhagen in 1759, the son of a footman or functionary of one of the city's leading men, had been awarded a gold medal for a painting by the Academy of Fine Arts in Copenhagen. When only twenty he responded to an invitation from Benjamin Franklin to go to America with other young European artists, to study and possibly settle. Guldager had painted portraits for several well-known Boston families when Washington visited the town, and a committee of women headed by the Governor's wife asked the General to sit for the Danish painter. Washington refers to this in his diary. In the judgment of contemporaries the result was the first portrait of Washington of artistic worth.

Guldager's success seemed assured, but just as he had completed a series of portraits of, among others, practically all the members of the rich Salisbury family, he experienced a run of bad luck. He moved from Boston, first to New York where he had the misfortune to lose his studio in a fire, and then to

Philadelphia, where he died in 1806, the same year and in the same town as Markøe.

At Boston, in the Worcester Museum in Massachusetts, and in The Frick Collection in New York there are large and recognized collections of his portraits dating from the period 1790-99.

Abraham Markøe (1727-1806) came from the Danish West Indies (now American Virgin Islands), where his family had owned for a generation or so extensive sugar plantations in St. Croix. As an agent of these he arrived, about 1760, in the flourishing city of Philadelphia, where he settled with his wife and children and in time took an active part in the city's development. He made a fortune and entertained on a large scale at his magnificent mansion outside the town.

In 1774 Markøe founded the City Troops of Philadelphia, which still exists under the name First Troops of Philadelphia City Cavalry, and has the finest military traditions. As its founder and first Captain Markøe, in 1775, had a flag made for it, consisting of thirteen blue and silver stripes symbolical of the thirteen states. The same year the flag was adopted by Congress as the national flag, on the recommendation of a committee which included Benjamin Franklin, though Congress resolved to retain the Union Jack in the top left-hand corner. In this form it was flown from headquarters at Cambridge on January 1, 1776.

The following year, on July 14, 1777, a day now celebrated in a number of states as a flag day and general holiday, Congress ordered the removal of the Union Jack. Contemporary accounts say that one evening George Washington took the flag to an Irish embroideress. Together they agreed to use Markøe's symbolical number thirteen, replacing the rejected Union Jack with thirteen stars in a circle. Thus Washington became the "father" of the Stars and Stripes and the Irishwoman Betsy Ross' house became a national shrine. Markøe's highly important share in the matter slipped increasingly into oblivion.

Markøe's original flag is preserved in a fireproof case in the armoury of the City Cavalry in Philadelphia, sealed between two glass plates. A replica of the Markøe banner has been presented to the Emigration Archives in Denmark.

Based on "De danskes Vej" (Path of the Danes), edited by A. Kamp, Gunnar Hansen, and Aage Heinberg, and published by Skandinavisk Bogforlag (1951).

The flag presented by Markoe to his civic guard; Washington turned the thirteen stripes into stars

Boston about the middle of the eighteenth century (Courtesy, The Royal Library, Copenhagen)

This eagle is thought to be Guldager's design for the United States coat of arms ("Danske i Amerika", C. Rasmussen, Minneapolis and Chicago, 1908)

SIDELIGHTS ON DENMARK

Red Clover as National Flower?

Danes in the United States are dissatisfied because their homeland has no national flower like every one of the 48 states. The weekly *Den danske Pioneer* of Omaha, Nebraska, has proposed the adoption of the red clover, one of the reasons given being that this plant, as the fodder of dairy cattle, is the foundation of Danish agricultural prosperity.

A reader supported the suggestion on the ground that red clover is also a symbol of "fresh charm, inner merit, and quiet constancy with hidden reserves of strength".

Optimistic Dinghies

The success of Poul Elvstrøm in winning a gold medal in the Dinghy Finn Class at the Melbourne Olympic Games has given a fillip to sailing sports in Denmark. At Hvidovre, a suburban municipality of Copenhagen, the education authorities have introduced navigation as a school subject. During woodwork lessons a small fleet of so-called "optimist dinghies" has been built, and is expected to set the fashion among boys this summer.

Refugee Newspaper

Hungarian refugees in Denmark, who so far number about a thousand, now have their own newspaper, *Magyar Ujsag*, published twice weekly.

Auction of Relics

Some 125,000 Copenhagen relics came under the hammer recently when one of the largest restaurants—a sign of the times—went into liquidation. The items included 40 swords from a long-vanished period when the restaurant was a theatre, and the 24 cash registers which had not been kept sufficiently busy...

Record Warm Winter

No bad temper, scarcely a common cold, was recorded during the past winter. It was so warm and sunny that it takes its place as the third mildest for a century, with an average night-and-day temperature of round about 40° F.

Mermaid on Orange Wrappers

Denmark's most celebrated piece of sculpture, the Little Mermaid in Copenhagen, has been copied countless times. The artist, 81-year-old Edvard Eriksen, has usually been upheld in the necessary litigation, but recently he lost a case. He was too late in lodging a complaint against an orange importer who used the mermaid on the wrappers.

The same artist has undertaken to design a memorial for the Danish-American actor Jean Hersholt (Dr. Christian). The sculpture, which will be in the spirit of Hans Andersen, is to be erected at Forest Lawn, Los Angeles.

From the inauguration of the new SAS over-the-Pole line from Copenhagen to Tokyo, February 24-25, 1957: Prince and Princess Mikasa studying the route on their way to Copenhagen

Radio Inspiration

When broadcasts to the Danish troops serving with United Nations forces in the Suez area were being prepared, someone realized that as the beam from Denmark to Egypt is 180° from the beam to Greenland, it should be possible to employ the backwash of the directional aerial used for Greenland broadcasts. As a result, not only do troops stations in Egypt get the benefit of the broadcasts but also Danes in most other parts of Africa and the Near East, as well as Danish ships in adjacent waters. Wavelength in the 19-metre band.

Map on Royal Handkerchief

A handkerchief bearing a map of North Zealand which was given to the English-born Carolina Matilda on her marriage to King Christian VII (1766–1808), and which she used when out riding, reappeared recently as a gift to the Geodetic Institute on the occasion of the institute's 200th anniversary.

Ellehammer Model for US

The Smithsonian Institution in Washington recently received from the Royal Danish Aero Club a model of the aircraft with which the Danish pioneer Jacob Christian Ellehammer made, 50 years ago, the flight which is believed to have been the first in Europe. It took place on September 12, 1906, as recorded in our special number, OPENING TOMORROW'S AIRWAYS, last year.

Liqueurs and Ships

The world-famous firm of Peter F. Heering, makers of Cherry Heering, used to have a dozen or so sailing ships which, among other cargoes, carried spices for their liqueurs. The firm have decided to revive their seafaring traditions, and have ordered two sister ships for delivery in 1959-60. Heering's are the second largest suppliers of liqueurs to the United States.

Symphony in Ferro-Concrete

Among 932 designs for a new opera house at Sydney the winner was a mushroom-like construction by the Danish architect Jørn Utzon, who thus scored the greatest success of any contemporary Danish architect in an international competition. With the honour of the first prize goes the sum of about 80,000 kroner.

Also Locomotives

As indicated in a separate article in this issue, industrial exports from Denmark are of a very all-round character, but they do not normally include locomotives. An exception to this rule was made recently when a railway company sold seven 50-60-year-old steam locomotives to an iron merchant. Before they could be broken up an offer for them was received from Africa and was accepted.

Important Dot over the I

Research workers and salesmen have shared in the further success achieved last year by Danish beer, the sales of which rose by 25 per cent. The "dot over the i" as far as the research workers are concerned was the introduction of a new filling in the capsules. Cork and tinfoil have been replaced by Sanitan, a transparent plastic material which is airtight and watertight, is not affected by changes of temperatures, and does not impart a taste.

Marketing Powdered Ore

Ore from the Greenland lead mine at Mesters Vig, which takes the form of powdered lead and zinc concentrates, has found a stable market with Belgian smelting works, which refine the ore to metallic lead and zinc.

Success Scored by Fish

The United States is fifth on the list of purchasers of Danish fish, outstripped only by the United Kingdom, West Germany, the Netherlands, and Sweden. Hatchery trout are the first item on the list, followed by canned fish and deep-water lobster tails. There is scarcely a species of fish that is not represented in the trade, which also includes fish meal.

All-round Supplies

In spite of the natural advantages of the United States and United Kingdom, Canada has become a stable market for Danish goods, with cryolite, binder twine, and rope taking the lead. Worth mentioning, as a matter of curiosity, is the fact that Denmark is Canada's biggest supplier of clothes pegs!

Flexibility and strength are the distinguishing features of Danish rules

Measure for Measure

By Victor Andersen

There are Anglo-American, Danish, and Spanish inches, but they can all be measured with rules made from Danish wayside trees

It all began when a carpenter in a village near Odense happened to break his rule. He tried several shops before he could get a new one. There was a scarcity of rules because West Germany, formerly the world's largest producer of them, had been cut off from its natural supplies of timber in East Germany.

Realizing that here was an opportunity to start production in Denmark, the carpenter pondered over the matter and procured samples of wood from various districts. The solution to his problem he found in the end outside his own garden gate, where there was a row of old wayside trees. One quick trial was enough to convince him that here was the material he wanted. Danish roadside trees nearly all belong to the rowan family, with the supple but durable wood required for a good rule.

Since then the carpenter has made heavy inroads into the peaceful landmarks of the Funen countryside, buying up whole parishes of these wayside centenarians. Their memory will, however, live on in the lyrical descriptions of Hans Andersen and the musical painter of landscapes, that other native of Funen, Carl Nielsen. Fortunately, also, the felling of roadside trees has opened up fresh scenic beauties.

The Funen production of rules, supplemented by a similar production in Jutland, is not many years old, but the ex-carpenter already has experience of world markets. His rules are supplied in every imaginable length and unit of measurement, and are convenient to handle. They are made, so far, in 27 different varieties.

Durable Printing

The principal types are the ones measuring the long Danish inches, the ones for the rather shorter English inches, those for the still shorter Swedish, and those for the shortest inches of all, the Spanish. Some are made with the respective inches on one side and centimetres and millimetres on the other. They are supplied with six, eight, ten, and twelve joints as required. The units are printed on a kind of rotary press with a printing ink that is exceptionally durable. The final product, after passing through twenty processes, is lacquered. It is an advantage of the Danish rule that the printing, even at the outside edges, remains clear and distinct irrespective of hard use. Each specimen is checked before despatch against a steel measure at 68° F. (20° C.).

The producers of Danish rules have refrained from seeking more customers than they can comfortably serve. Therefore they have never been suddenly obliged to report "sold out", though the market has been fed. A flexible rule is made from rowan (mountain ash), but a rigid one can be supplied made from beech. So flexible are rowan rules that they can be bent into a figure eight, a fact some American dealers have seized on in their window displays.

Control in the selection of the material for these rules is extremely strict, and this explains half their success. Even when seasoned for a long period and adequately dried, 20 per cent. is rejected.

The rejected wood is not wasted. It, too, finds its way abroad, but in the form of clothes pegs. The chips left over from the pegs are made into ice-cream sticks. The natural idyll which helped to inspire Hans Andersen and Carl Nielsen is utilized to the last splinter.

Danablu cheese in store at a dairy which specializes in this production

Science Serves the Palate

By Knud Ravnkilde

Public Relations Officer, the Agricultural Council

The Danish farmer, alone in receiving no Government protection or subsidy, has visions of the day when the best product will win in unrestricted competition. Americans no less than others appreciate his products owing to their quality, which is due to generations of selective breeding, continuous intensive research, and strict scientific controls

Annual imports of American farm products by agricultural Denmark are at least as high as its own agricultural exports to the United States. This is a fact unique in Danish trade relations.

Even more incredible is it that a substantial proportion of the Danish food is often marketed in America, over long periods, with little or no profit.

So abnormal is the state of the international food market twelve years after the war.

The Danish farmer, alone in enjoying no protection or any form of Government subsidy and yet producing goods unequalled in price and quality, has pleasant visions of his V-Day, the day when import restrictions will be no more and the best product will win in a free competitive market.

In 1950, trade between the United States and Denmark took a favourable trend, the Danes getting more dollars with which to buy American goods. The value of Danish exports to the United States was in 1950 78 mill. kr., in 1954 370 mill. kr., and in 1955 531 mill. kr. As American exports to Denmark in 1955 were valued at 635 mill. kr., we were approaching a balance of imports and exports.

Then Denmark liberalized her imports from the dollar area, and in 1956 the value of imports from the United States shot up to 905 mill. kr., Denmark earning only 562 mill. kr. in return.

It is hoped that this disequilibrium will make it easier for the United States to ease restrictions on Danish products.

Of the Danish exports, farm products accounted for about 300 mill. kr. The principal items were hams, 110 mill. kr., and dairy produce, just over 100 mill. kr. At the same time Denmark imported American farm products to the value of about 350 mill. kr., including grain and cereals, 175 mill. kr., oil seed, 89 mill. kr., and tobacco, 76 mill. kr.

When the American market is opened, Danish farmers will be prepared at short notice to offer more goods adapted and presented to suit American consumer tastes.

Ham is a good example, also of the intensive work which goes into processing and inspecting Danish food products.

New Desires quickly met

Since the war American tastes have influenced world ham production, and producers almost everywhere aim at a lean, lightly salted ham. Like other Danish food exporters, ham packing factories, through their trade organization, maintain regular contact with agents in the United States who keep them well informed of new trends in the demand, so that desires can be quickly met. At the same time there is continuous research with a view to possible improvements, carried out under the direction of two outstanding institutions, the partly Government-operated Bacon Factory Laboratory and the new Research Institute belonging to the Danish bacon factories.

The work is so divided that the neutral Laboratory supervises quality and seeks to improve it, while the Research Institute is concerned with special scientific and technical problems.

Independently or together, for example, they are engaged on research to reduce the shrinkage which occurs in all canned ham, to get the flesh as cohesive as possible so that the slices do not break, and to ensure that the colour will be as uniform and attractive as possible. Courses for ham curers are held, for teaching and exchange of experience on cutting, packing, boiling, and sterilizing, and close studies are made of the nature and shape of the packing material, as well as of the influence on quality of various external conditions such as temperature and duration of storage.

Experiments with Pigs

The pigs themselves are included in the research. Investigations are carried out in order to determine the influence of various feeding-stuffs on the quality of the canned ham, as well as the best means of housing and transportation to the bacon factory, etc. Recently, experiments were made in resting and feeding them with sugar the night before killing, designed to improve keeping quality and reduce loss in packing.

All this is done in order to please the American palate and improve the depleted dollar reserves.

Quality is controlled by taking samples both at the factories, at warehouses, and in the ports. Health inspections are carried

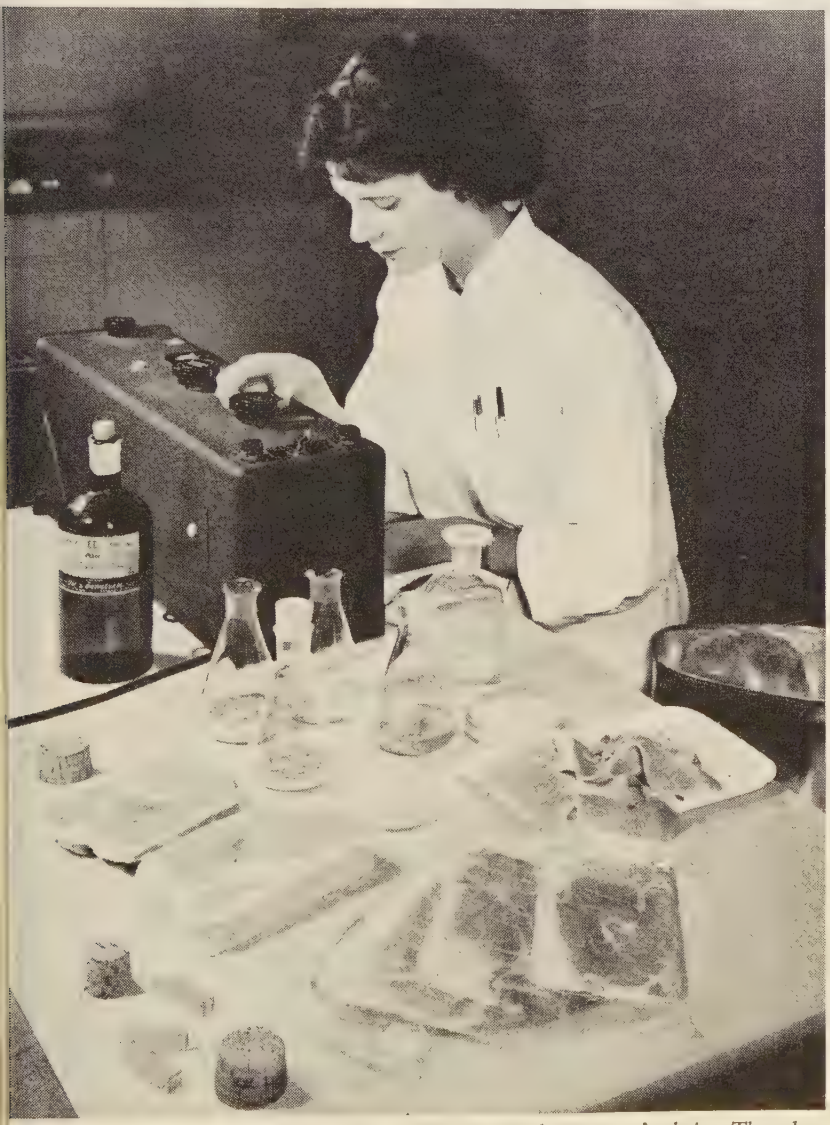
out concurrently by Government-autho-ized veterinarians. These begin at the bacon factory, where a close inspection s made both of the productive apparatus nd of the pigs before and after killing, nd they are continued at the packing factory before, during, and after pro-cessing.

No Giving In

The preliminary work began many generations ago with the breeding of the celebrated Danish Landrace pig. As a result, not only are the seven million pigs killed annually in Denmark astonishingly uniform in build, weight, and quality, but changes in these properties can quickly be effected by breeding, should the market necessitate them. A leading research scientist said recently that the head of the Danish pig had been made so much shorter, and the sides of bacon so much longer in the course of a few years, that the annual export earnings had risen by 30 mill. kr.

But it is not done by breeding alone. An extensive information service is carried on to teach farmers the best methods of feeding. A substantial propor- of the food given to pigs consists of skim milk and whey; and it should be stated that the skim milk—a bi-product of butter production—comes from strictly inspected herds. Denmark was the first country to eradicate bovine tuberculosis, and contagious abortion is now also a thing of the past. The credit for these achievements, of course, must go to the dairy industry, but the bacon and ham industry indirectly benefits from them.

Danish ham brings in many a welcome dollar, and its quality is appreciated in the United States. Imports of ham into the USA are not restricted. Then why is it that yet more cans with the quality word "Danish" on them are not sold there? For the simple reason that in the American market Denmark competes with hams from countries whose agricultural industries, without exception, are Government-subsidized. It is the price level which prevents increased Danish sales, despite the fact that there has for long been no profit, and at times even loss. But there will be no giving in: chiefly because the American market is sensitive, and Danish farmers wish to be remembered in the event of better times.



n self-service shops the colour of a product can determine the customer's choice. The colour f ham depends on the quality and treatment of the raw material. One of the controls con-sts in measuring the redness of the flesh in the finished ham. A portion of the meat is ex-acted and the intensity of the colour measured with a photo-electric apparatus called a spectro-photometer. The pictnre shows a measurement being made

The Tasty Blue Cheese

Most of the other Danish farm products encounter high import barriers. What gets in vanishes like the dew at sunrise. But visitors to leading American food stores will be familiar with both Danish cheese and delicious, packeted Danish butter. While only a meagre 100 tons of butter a year is admitted, the sales of quality Danish cheeses, which do not compete with American products, are steadily rising. Last year they reached 2,650 tons, or five per cent. more than the year before, and the United States is now the third largest market for Danish cheese, though a long way behind West Germany and the United Kingdom.

The tasty blue-veined cheese, Danish Blue, is still the favourite and is now on the menus of all the leading hotels in the world. But interest in the firm cheeses is growing. Some of these are of ancient Danish origin, while others are developments of the best international types. Types such as Samsoe, Esrom, Thybo, and others have proved themselves suited to American tastes.

The principal other agricultural items exported to the United States are hides and skins, 38 mill. kr., and vegetable products, chiefly field and garden seeds, 19 mill. kr.

The United States looks after its troops stationed in Europe, and so the US Army buys considerable quantities of food in Denmark, where, of course, the forms supplied are adapted to special Army tastes and needs. The chief purchases are of dairy products (an up-to-date dairy has even been specially built for this production), but large quantities of eggs, meat, and bacon have also been bought. It is a reasonable supposition that these induce an increasing number of American troops to spend their leave making, in Denmark, a closer study of the distinguished menu provided by Danish farmers.

The Ivigtut Cryolite Mine, south-west Greenland. In the valley in the background is the Grønnedal naval base

Greenland Cryolite

By Kjeld Rask Therkilsen

At one time it was thought that the only use for cryolite was in the production of soda and soap. But in recent years cryolite from Greenland—the only place in the world where it is mined—has been of outstanding importance in the great international aluminium industry

Gold, silver, nickel, lead, graphite, marble, coal, oil—attemps to mine all these have been made, at one time or another, in the vast mountains of Greenland. But the severe climate, the difficulties of navigation, the scattered deposits, and the stubborn rock have made their extraction, in most cases, an uneconomic proposition. Large-scale mining of lead and zinc has recently been launched at remote Mesters Vig, in north-east Greenland. Otherwise, the only mineral extracted has been cryolite (Greek for "frost-stone"), together with marble and coal at a few points in north Greenland.

The arctic Danish territory of Greenland is the only place in the world where cryolite occurs in sufficient quantities to make its extraction commercially worth while. In spite of competition from artificial cryolite, produced in various countries, Greenland natural cryolite is of outstanding importance in the great aluminium industry of today.

Drilling and blasting are carried on all the year round, day and night, in the open-cast mine at Ivigtut. The mineral occurs in fairly pure deposits in the form of large nodules embedded in the granite. When the granite and cryolite have been blasted out of the rock face, the material is transported through a long tunnel in the mountain-side to the harbour, whence it is shipped both to America and Denmark. The Danish mining company, employing the most rational, up-to-date methods throughout, is capable of supplying the world with cryolite for years to come, and geologists and geophysicists keep on prospecting for fresh deposits in these great age-old mountains.

The Danes began to mine cryolite in the 1850s. At first, the mineral was employed in the production of soda and alum, and it was thought that it could have no other use. Although cryolite was known to contain aluminium, its future exploitation in the aluminium industry was never guessed at.

Valuable Bi-products

Nowadays, cryolite is mainly used in the production of aluminium—as a flux rather than as a raw material—and in the manufacture of enamel and opalescent glass. The valuable bi-products which are extracted and processed find a market nearly all over the world and are used for widely different purposes. The steel industry employs the rejected fluorite and hagemannite. Ironworks take over some of the siderite removed during refining, and by special treatment this is rendered suitable for the coating of welding rods. An insecticide is obtained by passing the dust from the factory air-cleaning plant and dust filters through a special atomizing process. Other bi-products of cryolite include galena, zinc blende (sphalerite), and chalcopyrite, which are sold to metal-extracting works.

One Fourth to US

In the past fifty years well over a million tons of cryolite has been mined in Greenland. During the war the entire output went to the American war industries, chiefly the aircraft industry. About one-fourth of the annual shipments from Greenland still go direct to the United States, while the rest is sent to Denmark for processing. Last year's shipments totalled 38,000 tons. Of the refined products more than 99 per cent. were exported to many countries in all parts of the world.

Eve of a General Election

The economic trend in the past few months has shown little significant change. The import surplus in the last months of 1956 remained high, giving a record level for the year compared with previous post-war years. In the first months of 1957 the surplus was not less than in the first months of 1956. Contributory causes of this development were the increase in import prices due to the Suez crisis, and a drop in the prices of bacon, butter, and eggs exported to the United Kingdom.

The deficit in the foreign trade balance caused a heavy strain on the foreign exchange resources, even though shopping income rose. There was therefore no possibility of relaxing the credit squeeze.

No important new measures are expected before the general election to the Folketing, which has been fixed for May 14.

Besides questions relating to internal economic policy, problems concerning the possible establishment of a Northern customs union and participation by Denmark and the other Northern countries in a Western European common market have aroused much public interest. The problems of Danish agriculture in a Northern or Western European common market figured prominently in the debate, though manufacturers also foresee difficulties. It is the general feeling that further studies are necessary before it will be possible to arrive at a clear standpoint.

A Danish export commodity of growing importance is quality clothing: she is wearing a black-and-white tweed costume of Irish handespun edged with black pinhead; he a raglan with single-breasted lapels of Donegal twill

In this connection it is interesting that Denmark's imports and exports amount to 13 and 14 per cent. of the total imports and exports of the Northern countries. The share of the Western European market is 36 and 30 per cent., United Kingdom with colonies 25 and 32 per cent., other OEEC countries 3 and 3 per cent., Eastern Europe 4 and 3 per cent., and the Western Hemisphere 15 and 12 per cent.

The foreign trade balance reached a new high level in the last quarter of 1956. Imports were 2,500 mill. kr., or 300 mill. kr. more than in July-September, and 360 mill. kr. more than in October-December 1955. Exports totalled 2,046 mill. kr., or 240 and 50 mill. kr. more than in July-September 1955 and October-December 1955, respectively.

Foreign Trade

		Imports	Exports	Import surplus	Volume index 1949 = 100	
		mill. kr.	mill. kr.	mill. kr.	Imports	Exports
The year as a whole	1955.	8,098	7,198	900	158	188
	1956.	9,015	7,559	1,456	...	...
Jan.–Mar.	1955.	2,046	1,755	291	159	184
	1956.	2,014	1,820	194	154	186
April–June	1955.	1,953	1,741	212	155	186
	1956.	2,302	1,881	421	171	194
July–Sept.	1955.	1,957	1,709	248	152	184
	1956.	2,198	1,811	387	163	182
Oct.–Dec.	1955.	2,142	1,994	148	...	...
	1956.	2,500	2,046	454	...	...

Imports in 1956 as a whole increased by slightly more than 900 mill. kr., exports by about 360 mill. kr., compared with 1955. Imports of cereals and feeding-stuffs rose by 100 mill. kr., oil seed by 60 mill. kr., fuel—especially fuel oil and petrol—by 150 mill. kr., fertilizers by 80 mill. kr., aircraft by about 140 mill. kr., other transport equipment, including ships, by about 130 mill. kr., machinery by 60 mill. kr., and various industrial raw materials, etc. by 100 mill. kr.

The bulk of the increase in exports in 1956 was due to machinery, 140 mill. kr., transport equipment 45 mill. kr., cereals 55 mill. kr., fish 24 mill. kr., and furniture 15 mill. kr. Exports of butter and of bacon etc. fell by 70 and 80 mill. kr. respectively.

The import surplus of 1,450 mill. kr. in 1956 was 550 mill. kr. higher than in 1955. About 130 mill. kr. of this increase was accounted for by the Scandinavian countries, notably Sweden, 280 mill. kr. by the Western Hemisphere, mainly U.S.A., about 60 mill. kr. by Western Germany, and 60 mill. kr. by the Netherlands. The import surplus with France fell by about 200 mill. kr. and the export surplus with the United Kingdom by 200 mill. kr.

As shown by the volume index the increase in imports was due partly to an increase in the quantities of imported goods and partly to higher prices.

The wholesale-price index rose slightly during the year, mostly in the first and the last months, and the

upward trend continued into the first months of 1957. The most marked rise was in mineral oil, owing to the Suez crisis. The fall in export goods was mainly due to butter and bacon.

The cost-of-living index rose in January by five points, thus exceeding the limit for the adjustment of wages and salaries, which is based on the January and the July index. The hourly increase in wages, as from March 1, will be 0.05 kr.; the monthly increase in salaries, as from April 1, will be 10-16 kr.

Wholesale-Price and Cost of Living Indices

1935 = 100	Dec. 1955	June 1956	Sept. 1956	Dec. 1956	Jan. 1957
Wholesale-price index	360	367	366	374	375
Including cereals and other vegetable food	348	376	346	352	350
Including animal food	335	315	340	337	336
Including fuel and mineral oil	505	546	546	599	619
Including metals and metallic goods	345	348	356	358	360
Import goods	432	441	441	458	463
Export goods	370	328	347	348	324
Cost-of-living index[1] (1914 = 100)	410[2]	419[3]	422[4]	...	427

[1]) The cost-of-living index is calculated quarterly for January, April, July, and October. [2]) January 1956. [3]) July. [4]) October. [5]) Not directly comparable with previous cost-of-living figures owing to deduction of the value of savings bonds (*cf.* Act of March 24, 1955).

The index of industrial production in the last months of 1956 and the first month of 1957 was 4-5 per cent. higher than in the corresponding months of the previous year. Output of food, beverages, etc., textiles and clothing, and chemicals was considerably above that in the previous year. Most other industrial production remained at practically the same level as in the corresponding period of 1955.

The output of livestock products—milk, butter, cheese, eggs, and bacon and pork in the last mouths—was slightly higher than in the previous year. Owing to poor weather in the summer, the total production in 1956, however, was 3-4 per cent lower than in 1955, only that of butter, beef and veal being higher.

Unemployment, which in almost every month of 1956 was higher than in the corresponding month of 1955, was in December and January slightly lower than in the corresponding months of the previous year. In December 1956 and January 1957 it was 20.5 and 15.7 against 22.5 and 17.4 in December 1955 and January 1956.

The net foreign debt of the banks (National Bank and commercial banks) was lower during most of 1956 than in 1955. At the end of the year and in January, however, it reached the level of the previous year.

Net Foreign Debt
(National Bank and commercial banks)

	Total all banks mill. kr.	National Bank mill. kr.		Total all banks mill. kr.	National Bank mill. kr.
Dec. 1954	207	172	Mar. 1956	68	130
June 1955	412	456	June –	196	246
Sept. –	325	354	Sept. –	173	248
Oct. –	353	371	Oct. –	98	168
Nov. –	275	290	Nov. –	95	145
Dec. –	218	239	Dec. –	152	232
Jan. 1956	162	188	Jan. 1957	149	248

Rates of Exchange: 100 Dan. kroner (kr.) approximately the equivalent of £5 or 14.50 U.S. dollars.

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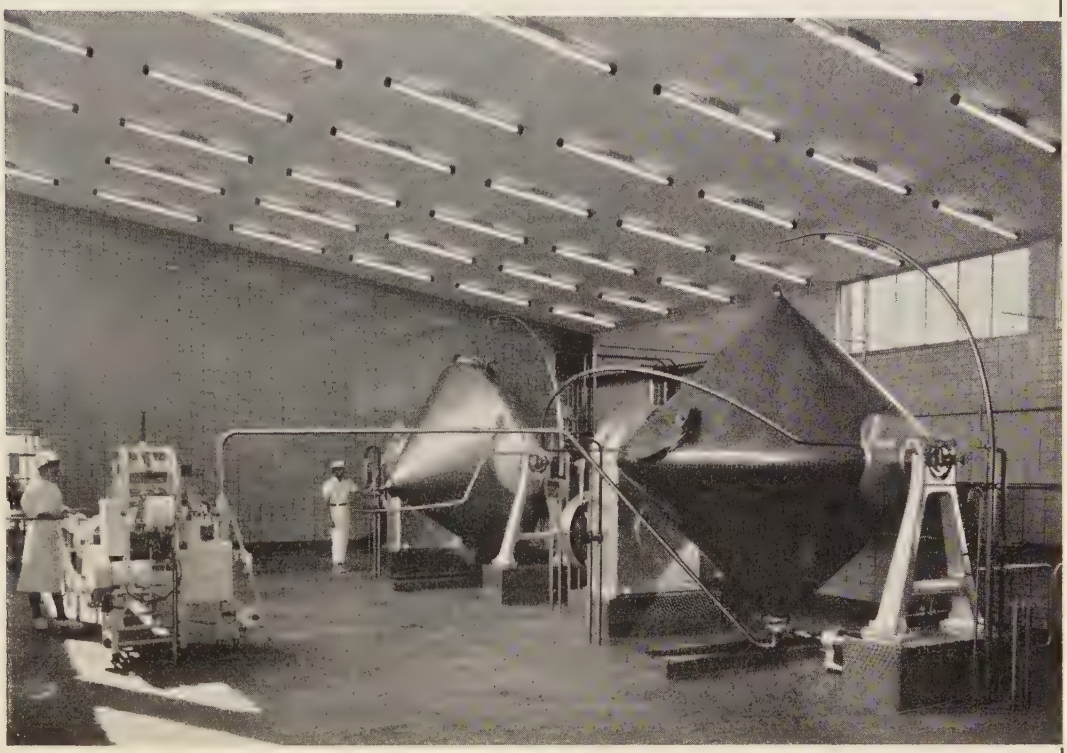

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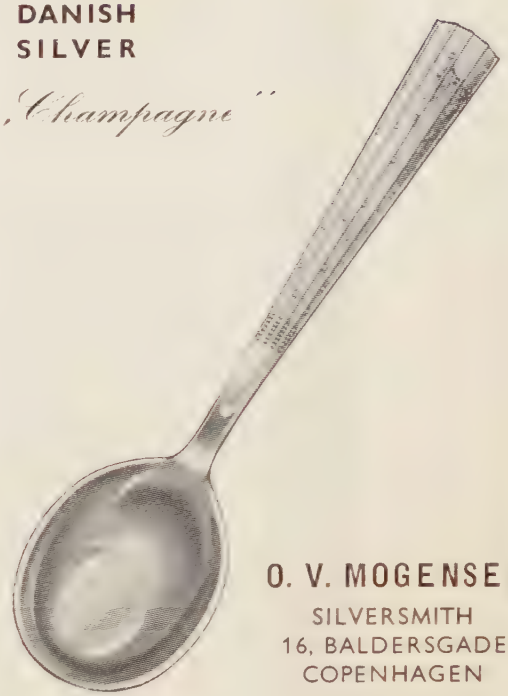

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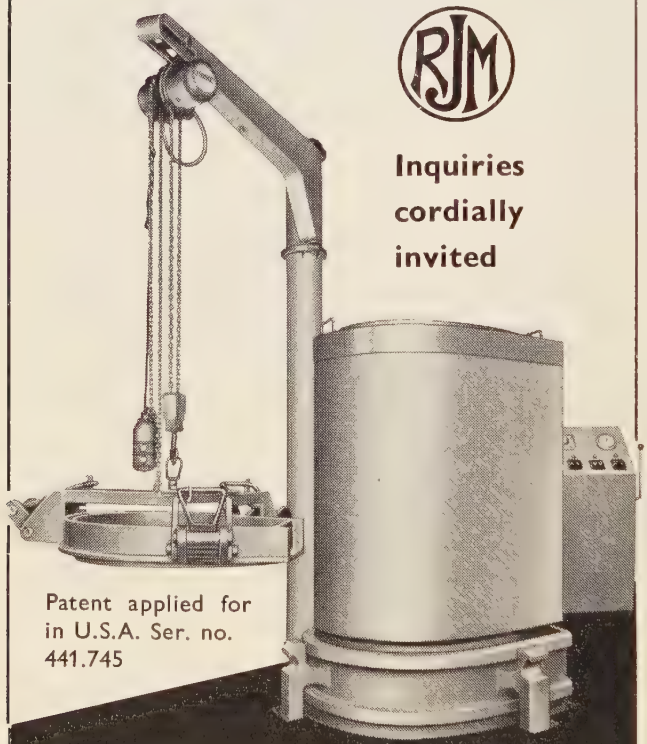

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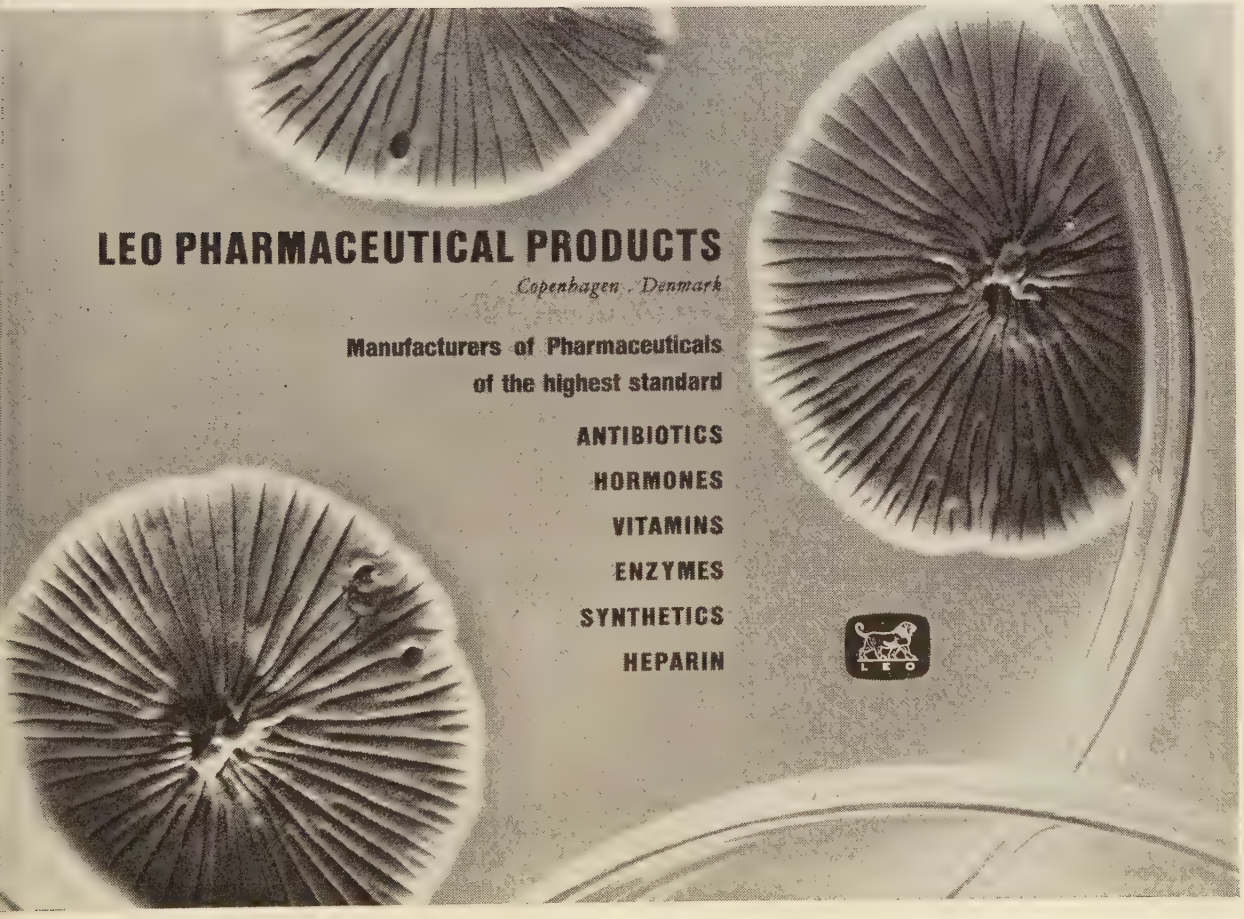
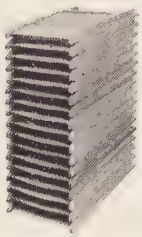
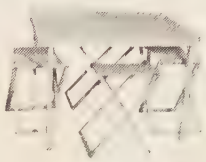
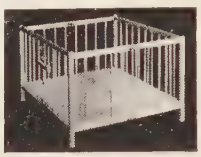


Model 33



Model 34





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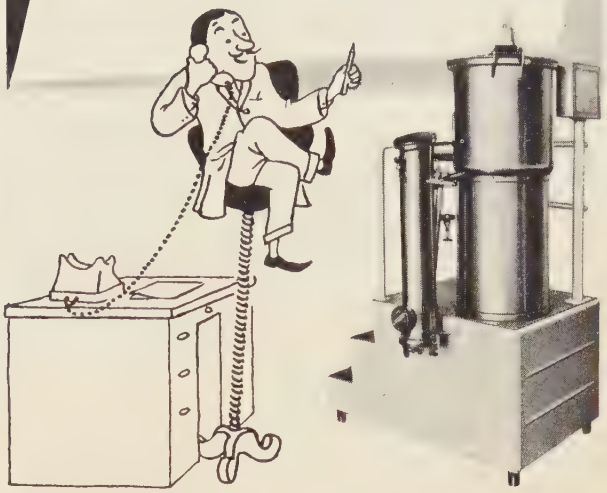

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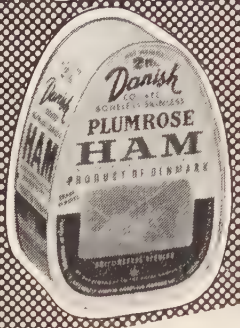

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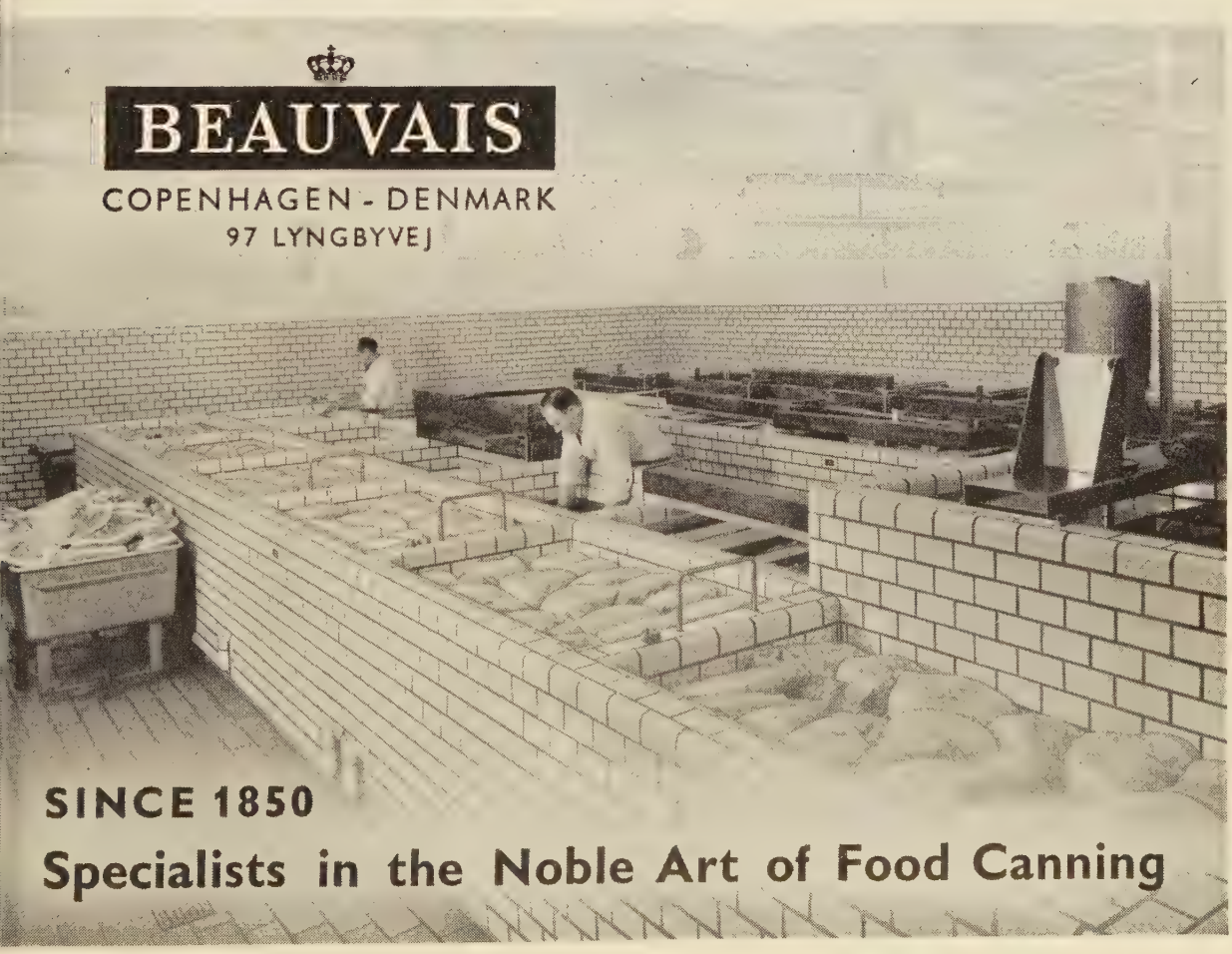

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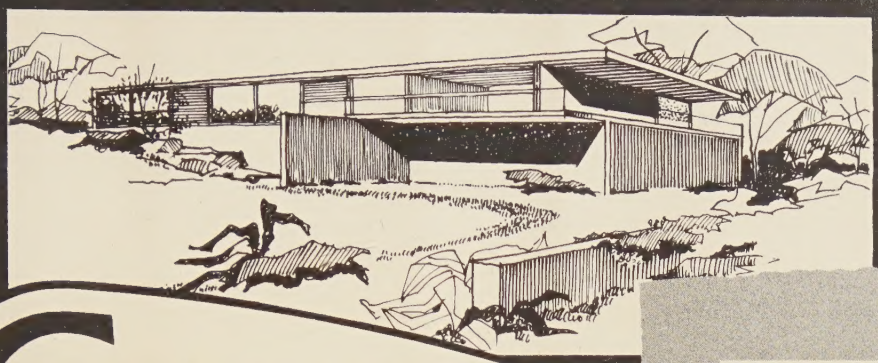

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